

TRADE MARKS & SYMBOLS

VOLUME 1: Alphabetical Designs

YASABURO KUWAYAMA



TRADE MARKS & SYMBOLS

VOLUME 1: Alphabetical Designs

A comprehensive, profusely illustrated guide to more than 1,500 trademarks from all over the world.

The trademark designs in this volume are based on letter forms and arranged alphabetically.

To make the book easy to use it has three indexes:

1. Index of names of companies represented.
2. Index of type of industry, business, product, or service.
3. Index of designers.

Among the categories included are:

Advertising / Agriculture / Airlines /
Automotive Industry / Banking /
Brewing / Building Materials / Business Services / Chemical Industry /
Coal Mining / Communications /
Construction / Cosmetic Industry /
Design / Electrical / Electronic
Engineering / Entertainment / Exhibitions / Fiber Manufacturing / Film
Production / Food Industry /
Government / Hardware Manufacturing / Hotels / Industry, General /
Insurance / Interior Design /
Investment / Jewels / Laundry /
Medicine / Music / News / Paper
Manufacturing / Power / Printing /
Publishing / Restaurants / Schools /
Shops / Tobacco / Travel.

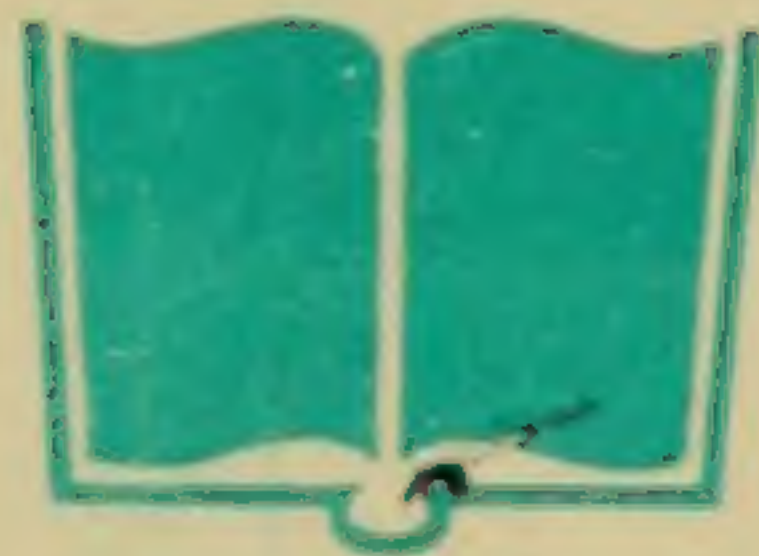
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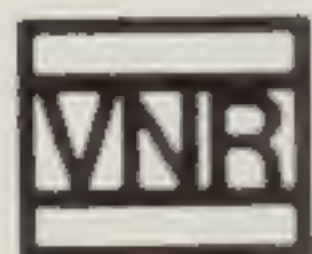




TRADEMARKS & SYMBOLS

VOLUME 1: Alphabetical Designs

By Yasaburo Kuwayama



VAN NOSTRAND REINHOLD COMPANY
NEW YORK CINCINNATI TORONTO LONDON MELBOURNE

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Volume 1

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Van Nostrand Reinhold Company

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Varieties and roles of trademarks and symbols

1. The varieties of trademarks and symbols

Trademarks and symbols may be classified according to their nature as: Trademarks, Service marks, Certification marks, Symbolic marks, Symbols.

A trademark, consisting of one or more letters, shapes, designs, or symbols, is affixed to and used in connection with a product. The marks used by enterprises which provide a service rather than produce or sell a product are properly called service marks. Because service marks are used to distinguish one enterprise from another, they are given the same legal protection as are trademarks.

Certification marks may be used only with the consent of the governmental agency, public body, industrial organization, or other entity which sets the standards for use of the mark. Examples of American certification marks are the Good Housekeeping Seal of Approval and the Underwriters Laboratories Inc. UL mark.

Symbolic marks are marks selected for use on all products of a company, in order to indicate that they come from a common source, or in order to symbolize the company manufacturing or selling the products. Marks used by public agencies and organizations to identify and symbolize special events are also within the category of symbol marks.

In the sense of being abstractions, symbols are in the public domain, but there are also symbols which are used for corporate or public campaigns.

2. The roles of marks and symbols

Marks and symbols are expressions of the social individuality of the enterprises which use them. In addition to distinguishing the enterprise from others, a mark or symbol, in the field of manufacturing, denotes the maker's guarantee of the quality of his product, and thus has a responsible role in society.



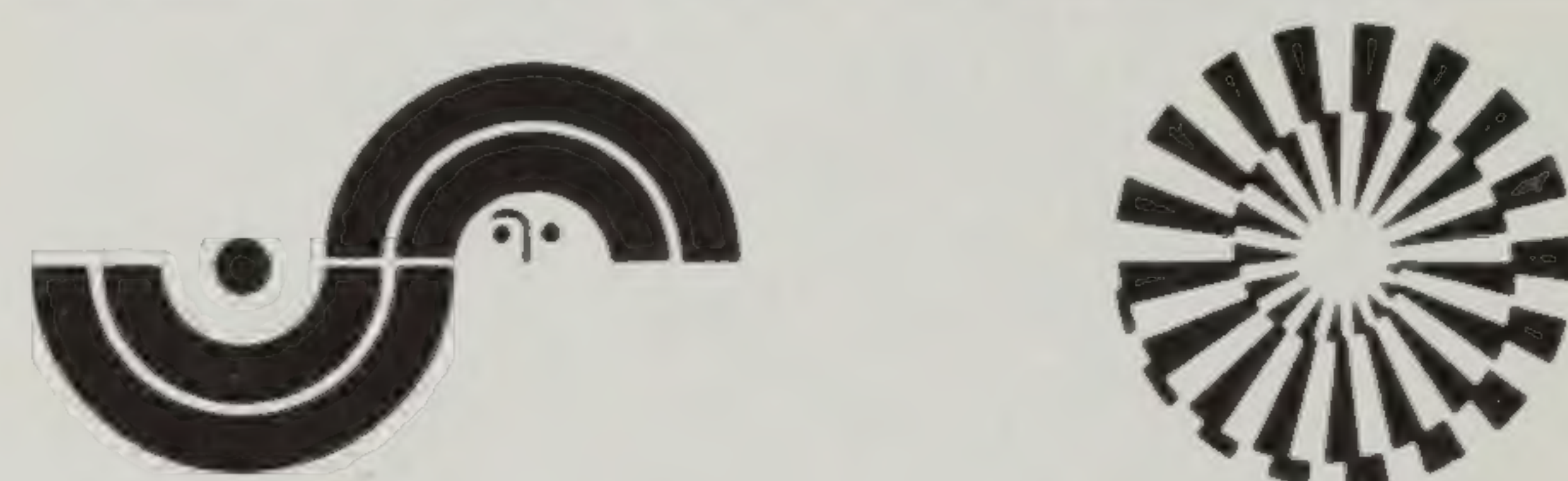
Certification mark:

Japan Industrial Standard mark/Good Design mark/
Weights & Measures specification mark, Japan.



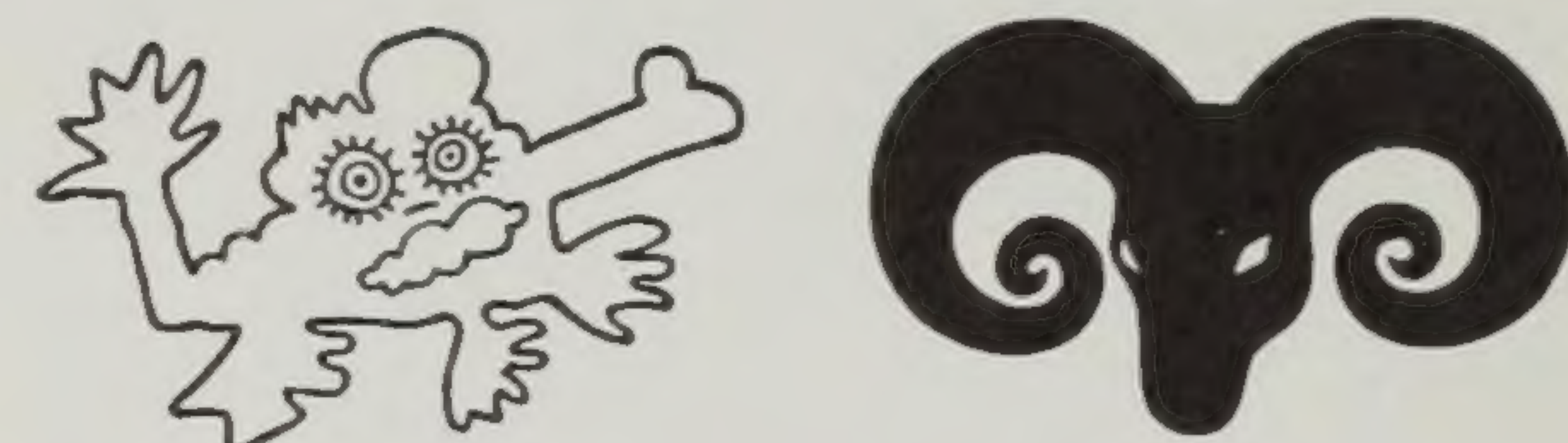
Service mark:

Japan Travel Bureau/Tokai Bank/Kajima Construction Co.



Symbolic mark:

National Women's Week/Munich Winter Olympics.



Symbols:

Neighborhood Clean-up Week, Japan/Japan Salaried-Workers' Union.

Because marks and symbols back up the accomplishments of the enterprise, and must withstand use over lengthy periods of time, they must be designs which in effect lead the company, and lead the times by having a contemporary sense. The use of marks and symbols which are visually impressive and linger in the memory adds aesthetic value to the products they enhance. They are image-makers for their users.

History of marks

1. Origins in the West

The use of identifying marks in the West is older than in Japan, dating back to ancient Greece, as is indicated by potters' marks on articles excavated from the area of the Corinth and thought to be 4,000 years old. Also, symbols are inscribed on artifacts recovered from ancient Egyptian tombs. During the fifth and fourth centuries B.C., Mediterranean trade expanded, markets were formed, and the use of identifying marks increased. Porcelain-makers' marks at this time were ordinarily the name of the person enclosed in a semicircle, but this type of design was supplanted by a square one, and designs such as those representing bees, or a lion's head, came into use. Stonecutters' marks are also well known, and have been found on ancient Roman walls, on walls in Pompeii, and in Palestinian architecture. Crescent moons, wheels, grape leaves, and similar simple motifs were common. Great advances were made particularly after the twelfth century, and we may judge from the marks extant today that the men of those times took more pride in their work as architects and sculptors than as mere stonecutters.

With the development of medieval society in Europe in the twelfth century, commerce prospered, especially in West Europe, and the use of marks to distinguish merchants and producers became common.

Commodity marks were affixed to trade documents, and the more powerful merchants also used their own marks. Linear marks, and linear representations of names, were common. In addition to serving to establish rights of ownership in the event of a shipwreck, piracy, or natural disaster, the marks apparently were intended to convey

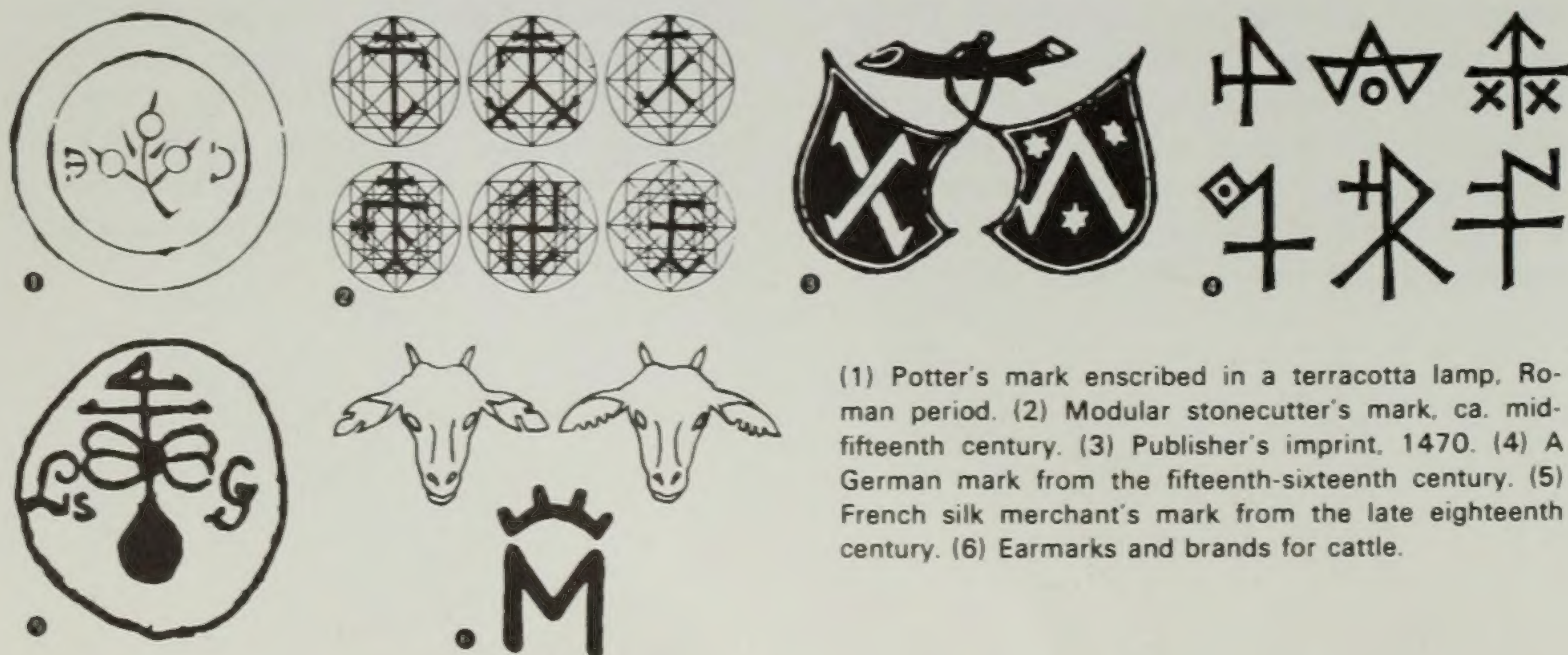
the suggestion of the fame and personality of the owner. Later, when the development of shipping led to an increase in safety, merchants' marks lost these functions, but reminders of these medieval merchants' marks are with us to this day, in such forms as the earmarks or brands of cattle.

Use of producers' marks grew in West Europe during the latter half of the fourteenth century, with the spread of the guild system. These marks signified acceptance of responsibility for short measures if present, quality of materials used, technological level, and other characteristics. Their use, which was mandatory, was meant to guard against unscrupulous, unauthorized production and sale.

Because there was, then, sharp distinction between manufacturing and commerce, marks were used as either producers' or commerce marks. King Edward III ordered in 1363 that master metalworkers were henceforth obliged to use their own distinctive marks. With the formation of guilds for brewers, lamp-makers, weavers, and others, in accordance with guild regulations, various guild marks were made and used.

From about the middle of the fifteenth century on, book publishing flourished in Europe, and although early books did not contain a publisher's imprint, there is a specimen from 1457 which contains such an imprint and the date of publication. Thereafter publishers' imprints were used for all books and came to have the same respect afforded the marks of craft guilds.

In more recent times, with the expansion of the economies of many nations, marks used by wholesalers and retailers came into wide use, at the interstice between producers and consumers of goods.



(1) Potter's mark enscribed in a terracotta lamp, Roman period. (2) Modular stonecutter's mark, ca. mid-fifteenth century. (3) Publisher's imprint, 1470. (4) A German mark from the fifteenth-sixteenth century. (5) French silk merchant's mark from the late eighteenth century. (6) Earmarks and brands for cattle.

2. Origins in Japan

The origin of marks in Japan is obscure but is believed to be family crests, the names of shops and business establishments, the seals of porcelain makers, the seals of shippers, shop curtains, and shop signs

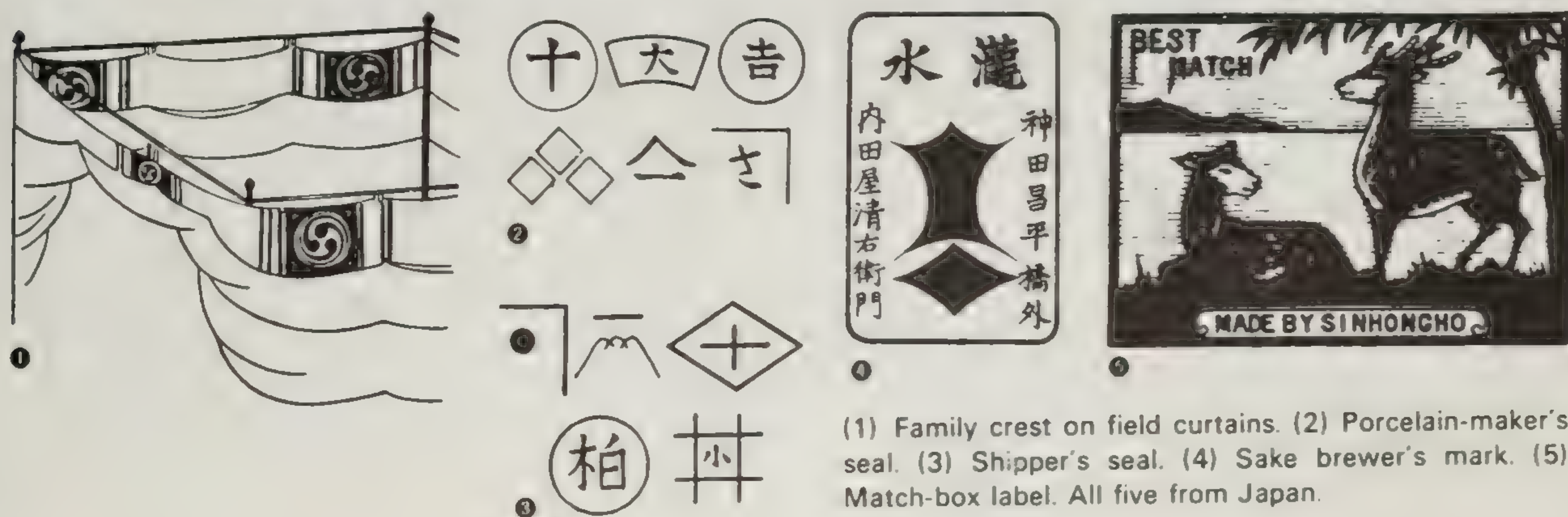
There is lack of agreement on the period when family crests began to be used. There are records which indicate that designs were used on flags at about the start of the seventh century, but we do not know what those designs looked like. It is known from picture scrolls that the warring Minamoto and Taira families used red and white flags to identify themselves in about 1180, but family crests were not used. It is presumed that samurai families began to use their crests on flags and field curtains from about the start of the thirteenth century. It was necessary at that time that the designs enable viewers to unmistakably identify the families displaying their crests. Members of the aristocracy began to use crests somewhat earlier than the samurai, by having them displayed on their ox carts and clothing for aesthetic purposes as well as, in the former case, ease in identifying one's own cart. During the late twelfth through the first third of the fourteenth centuries such uses spread throughout the nation. During the feudal age, from the start of the seventeenth century to the last decade of the eighteenth, peace was maintained throughout the land, and there was little need for flags, field curtains, and harnesses, but after feudal lords were compelled to spend a portion of their time in the capital, their use increased. It was about this time that the family crests assumed the round form which is prevalent even today. During the period from the close of the sev-

enteenth century to about 1800, the use of crests became popular not as a matter of presenting a dignified appearance but for decorative purposes

Porcelain-makers' marks became used throughout Japan about 1400, to distinguish the work of different artisans who fired their porcelain in one kiln at the same time. In addition to making it easy to identify one's own work, the seals became a mark of pride to the makers, and also were a convenience for buyers who wished to purchase the works of certain artisans. Ship seals became popular during the middle of the feudal age, roughly the eighteenth century, when the number of shipping concerns increased rapidly; these seals were marked on the sails and flags of the ships, and were useful in identifying cargo being carried, in certifying that the vessel belonged to a certain shipper, and in identifying shipwrecked vessels

The shop curtains which are a familiar sight in Japan to this day were conceived of as a substitute for family crests when artisans and merchants were forbidden to display their crests, during the twelfth century. Shop signs became common during the feudal age, when urban populations and urban economic activity made rapid growth. As is true today, they had functional value in addition to their symbolic value, being hung in the doorways of establishments of all kinds. The use of shop signs expanded, and the designs were printed on wrapping paper and for use as advertisements, as a form of trademark. Since the twelfth century there have been many designs have consisted essentially of the family crest or name of the establishment alone, but with the advancing times various new designs were devised and placed in use

In 1875, match manufacturing technology



(1) Family crest on field curtains. (2) Porcelain-maker's seal. (3) Shipper's seal. (4) Sake brewer's mark. (5) Match-box label. All five from Japan.

was imported from France to Japan, and within two years Japan started to export matches to Shanghai and other destinations. Because it was necessary to print trademarks on the matchbox labels, many creative designs appeared. Then production of whisky and beer began, and more designs were created for use on the labels of those products. The Japanese Government recognized the need to provide protection for those designs, and in 1884 issued a trademark ordinance. When Japanese exports came to dominate Asian markets during the First World War, many industries made remarkable progress, and many trademarks using lettering were placed in use. As exports grew, use of alphabet-based motifs increased.

Formative components of trademarks

1. Basic components

Many factors must be considered when designing a new mark. This is probably a natural consequence of the contemporary situation: companies in the same industry are locked in fierce competition. However, from the viewpoint of design, the excessive number of these factors constitutes a constraint. Therefore, we have recourse to the method whereby an early version of the design is first prepared with (1) simplicity, (2) individuality, and (3) appearance as the basic factors. After this is ready, refinements are made to produce the final design.

Among the motifs of marks there are the following: (1) Marks taking their form from letters. In addition to the alphabet, in Japan use is made of two syllabaries and Sino-Japanese characters. The two syllabaries, which are phonetically identical, ordinarily have different uses. The cursive *hiragana* script is used for most written Japanese which is not or cannot be expressed in Sino-Japanese characters; the angular *katakana* script is reserved largely for foreign words and for occasions where emphasis or maximum clarity is required. In Japan, characters and in many cases one of the two syllabaries are used to represent the name or a company, or the first character of the name. Needless to say, many of the characters readily lend themselves to good designs, as many of the characters have fine graphic simplicity or originally were pictographs. (2) Marks whose letters (or characters, etc.) give the name of the company in a rebus-like manner. The three-diamond mark of the Mitsubishi group of companies, for example, represent *mitsu* (three), *hishi* (diamonds; in the compound, the pronunciation changes). (3) Marks which convey the corporate image of the user. Such marks may graphically show the company's main product, or symbolize it, and thus may be either abstract or concrete. (4) Marks which create a new corporate image. A recent example from Japan is the heart-in-a-square adopted by the Dai-Ichi Kangyo Bank, which was recently formed by the merger of two banks. This bank has emphasized "heart-to-heart" service in its publicity campaign. Here too the mark may be ab-

stract or concrete. (5) Marks which combine letters and an image. This is a combination of (1) and (3)

2. Checkpoints in deciding upon a mark

Let's turn to the matter of how to go about determining whether a mark is good at the preliminary design stage; that is, before refinements are made. Although the viewpoint of a corporation and that of an organization will necessarily differ in this, I will give just one example. (1) Suitability of the mark's content: Is the proposed mark compatible with the company's purpose and general nature? (2) Suitability to the media to be used: Other than obvious uses, such as in printing, does the mark lend itself to use in neon signs, on television, and other media applications? Depending on the company's products and plans, can the mark be used on diecast parts or in woven textiles, for example? Is the mark capable of performing an adequate function when much smaller, or much larger, than the size shown in the preliminary design or the size when actually used on a product? (3) Distinctiveness: Is the mark a creative one, clearly distinct from those used by other companies in the same line of business? Is it a mark which can be recognized at one short glance? (4) Contemporaneity: Does the mark show a sense of contemporaneity? Will it be likely that the mark will still appear attractive in five years' or in ten years' time? Or does it reflect a current vogue in design? (5) Memorability: Does the mark impart a strong, lasting impression? Is one look enough for it to be remembered? (6) Reliability: Does it suggest that the company bears a sense of responsibility to society, and has the trust of society? This is a difficult point to judge when the design is an abstract one. (7) Utility: Would the mark be capable of easy, fool-proof use, or would it have an undesirable, different, or confusing appearance if turned upside down, or seen left-to-right? Is it difficult to determine which is the top? Does it lend itself to combination with the company's logotype? Is animation, for films or television, possible? (8) Regionality: Does it

Motifs of marks



(1) Hitachi, Ltd./Toyota Motor/A Spanish ad agency.



(2) Mitsubishi group companies/Mituwa Soap/British Eagle International Airline.



(3) Japan Airlines/Nippon Victor Co./Shiseido (cosmetics maker)/Yamagiwa Electric/Polish science and technology information center/Peruvian wire maker/American telephone company/German packaging competition/Czech airplane and maritime vessel registration.



(4) Dai-Ichi Kangin Bank/Iwanami Shoten (publishers)/German trade fair



(5) Kubota Ironworks/Hante Mode Research Institute/American broadcasting network.

show a sense of the international, if this is important to the company? Or does it show strong regional features, such as when the mark is to be used for tourism promotion? Will people in other countries, of other religions and cultures, read meanings into the mark which are not intended? (9) Color individuality: Does the intended coloring differ from those used by other companies in the same line? Is it a significant difference? Is it desirable or possible to use more than one color? Finally, in the case of marks which are to be used by public organizations, the mark should be such that it may be easily drawn by just about anyone; it will then also be easy to recognize and remember

Mark selection checklist

	(1) Content	(2) Suitability to media	(3) Distinctiveness	(4) Contemporaneity	(5) Memorability	(6) Reliability	(7) Utility	(8) Regionality	(9) Color individuality
Design 1	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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3. Necessary materials for deciding upon a mark

When requesting that a designer produce a mark, the client should provide the designer with the necessary materials, as follows. (1) He should be informed of the present nature and future plans of the company or organization. (2) Information on the objects to which the mark will be affixed (or inscribed, stamped, etc.): What is the nature of the products, types and varieties, size, materials used to make them? (3) Media: What type of ads and other media applications are planned? What materials are likely to be used for specific applications, such as large outdoor advertising? (4) The designer should also be briefed on the relation the mark is to have, if any, with other marks used by the company or by related companies.

4. Designing the mark

When designing anything that is new, it is important to discard, first, all preconceived notions. Here let me give one example of how several elements were combined to make a mark which shows a fresh, creative approach. For a preliminary design for the Bureau of Indian Affairs, a circle was used to represent the sun and primal force of life. The arrow is the Indian arrow, representing progress and aspiration, and the five-pointed star represents America, and patriotism and hope



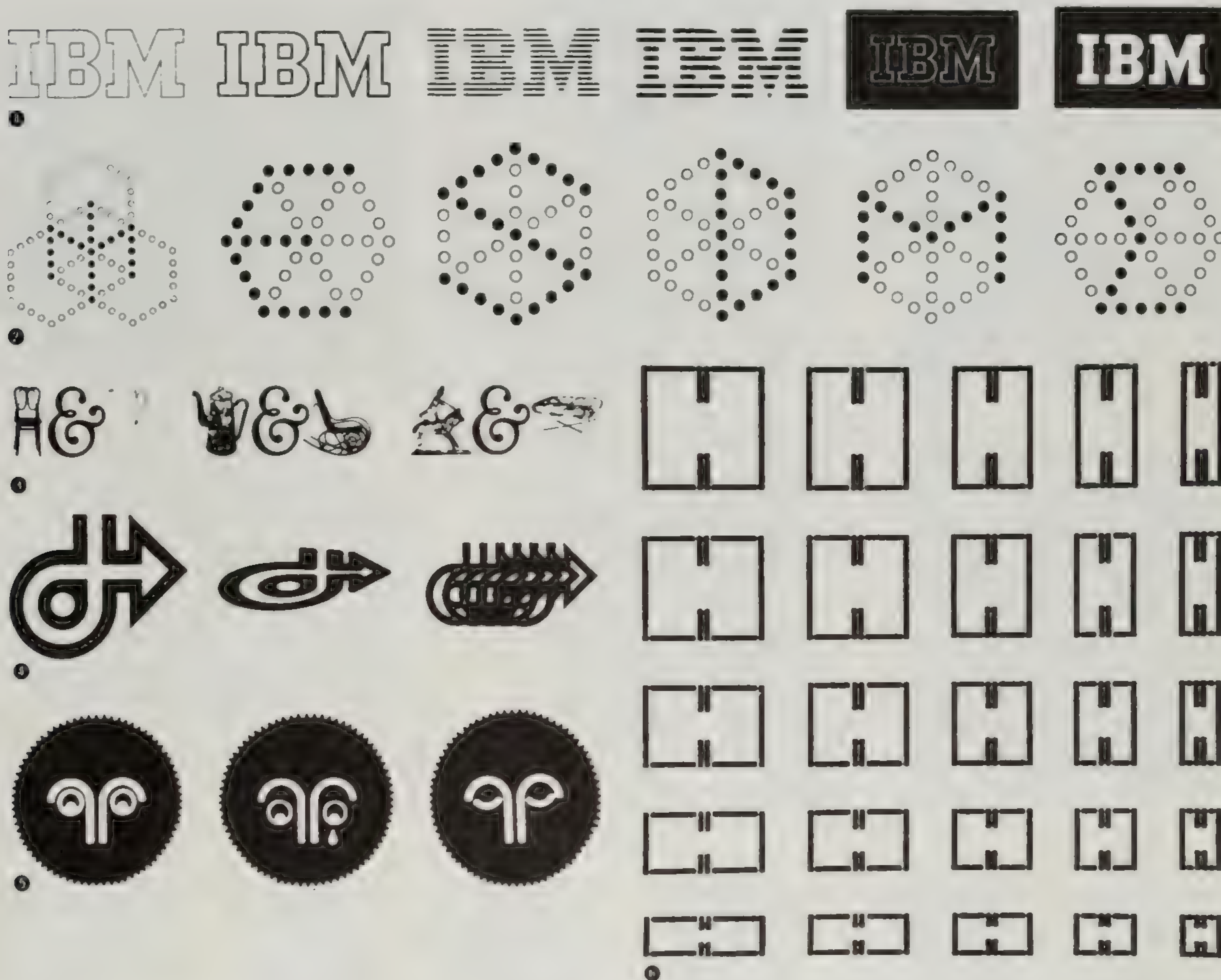
Formation of mark used by Bureau of Indian Affairs, United States

Transformation of trademarks

1. Variation of marks

Marks must be modified according to the scale at which they are used: a mark in a neon sign which may be several stories tall probably would have to have thicker lines than the "standard" mark, while that which is printed on a business card would have to have thinner lines or perhaps be simplified for the sake of clarity. Adjustment of the thickness of lines may also have to be made in view of the materials used. There are some situations, such as in an office, where an overpowering feeling is undesirable, and modification may be required accordingly

Some situations may require use of the mark in outline form, and there also may be situations where a reversal of positive to negative is necessary or desired. Variations are thus necessary for marks. Also, the mark may be intended for use, with slight variation, by related companies or branches of the company. As in the case of the H mark of the furniture company illustrated here, variation for use on different product types or varieties may also be among the desiderata. The primary point with respect to variation of a mark is, in all cases, that the original image be unchanged



(1) IBM (Paul Rand, U.S.). (2) Letters from the name of Metra International (F.H.K. Henrion, U.K.) expressed by means of the hexagon of organic chemistry. (3) Toy wholesaler (Crosby, Fletcher and Forbes, U.K.).

(4) Committee for Economic Development (Jacques Nathan-Garamond, France). (5) Koshin Rubber (Tokyo Planning, Japan). (6) Christian Holschepfl furniture company (Gerstner Greidinger Coota, Switzerland).

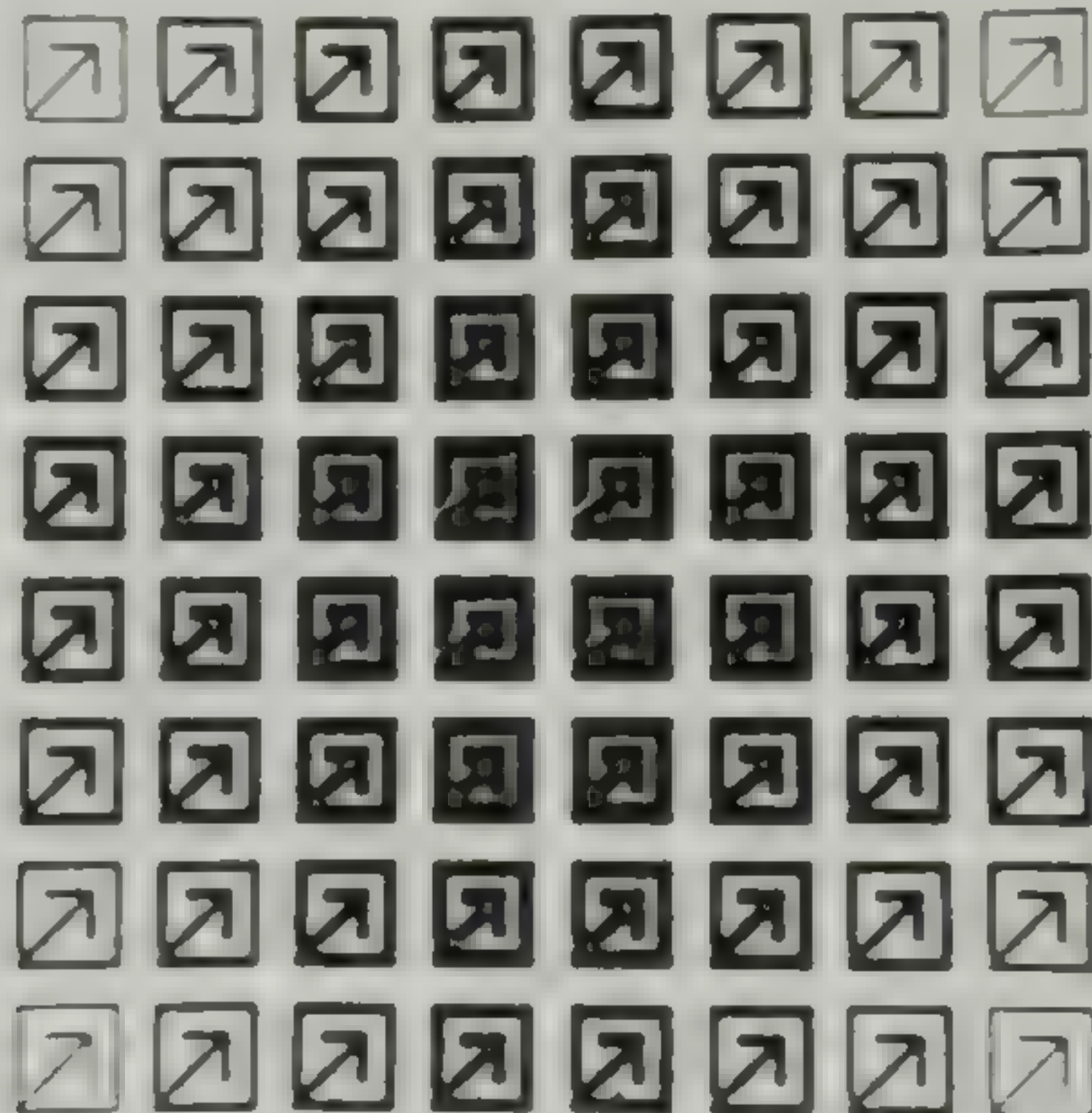
2. Multiplication of marks

As a graphic element, marks may be used in many dynamic ways. For example, when a mark alone is sufficient to convey the intended message, when the mark is extremely well known, or when there is need to fill a large space or time sequence, such uses may be considered. These uses may be classified as follows: (1) Designs which exploit the characteristic(s) of the mark, with the addition of a new element. (2) Compositions in which the mark is repeated or multiplied. (3) Animation of marks. (4) Transformation of marks. (5) Others

The German LGA Center mark, for use at public facilities, is, in the example shown here, strongly impressive and easy to remember. The Swiss beer brewer, Robert Leihy, selected its mark from among competition entries; in the use shown here a rising head of foam is suggested. The Lyons Mutual Bank mark imparts a feeling of refinement and reliability by showing a foreshortened globe of the bank's marks. The IBM poster featuring the superimposition of the three letters has freshness and strength appropriate to the computer maker



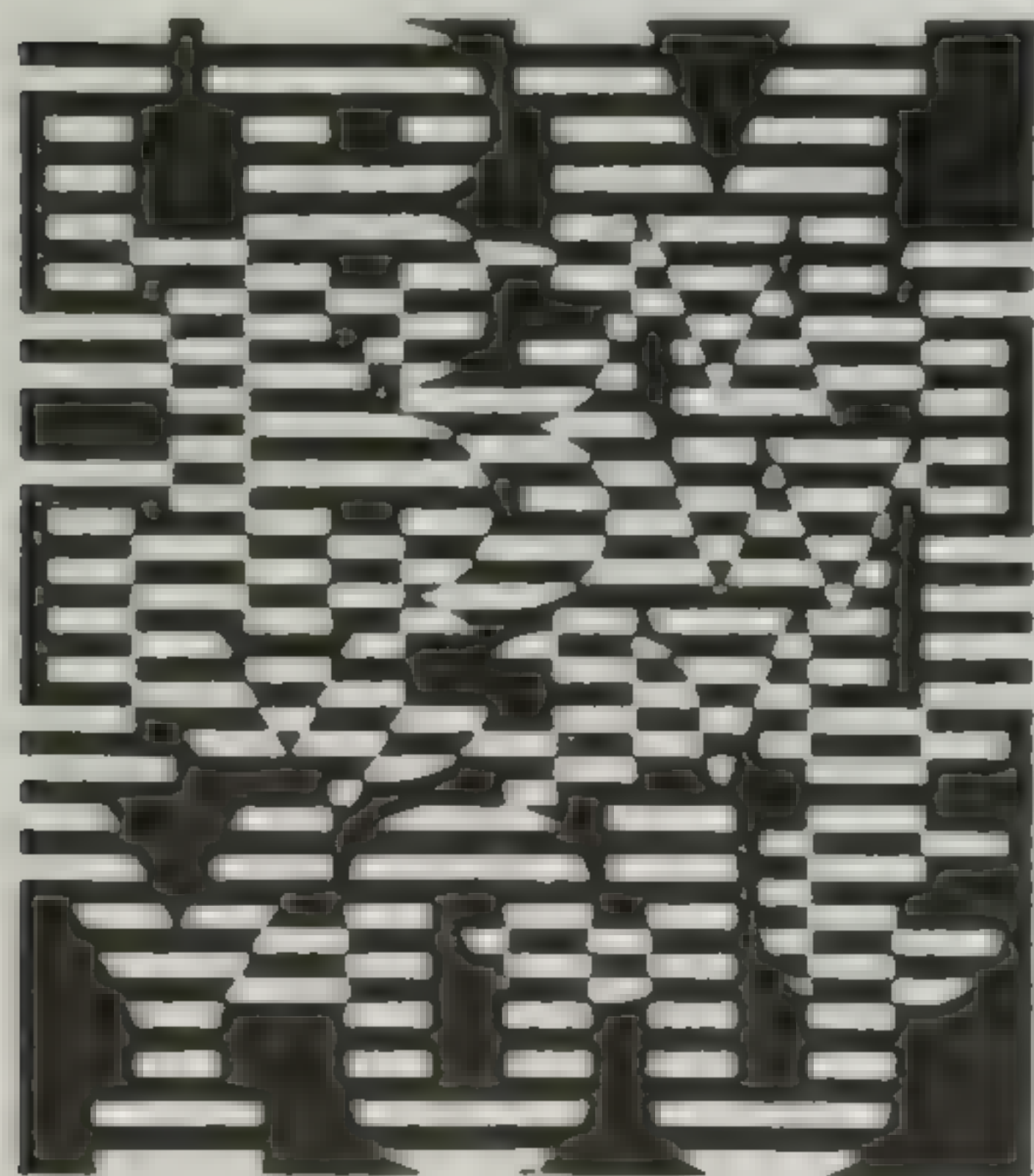
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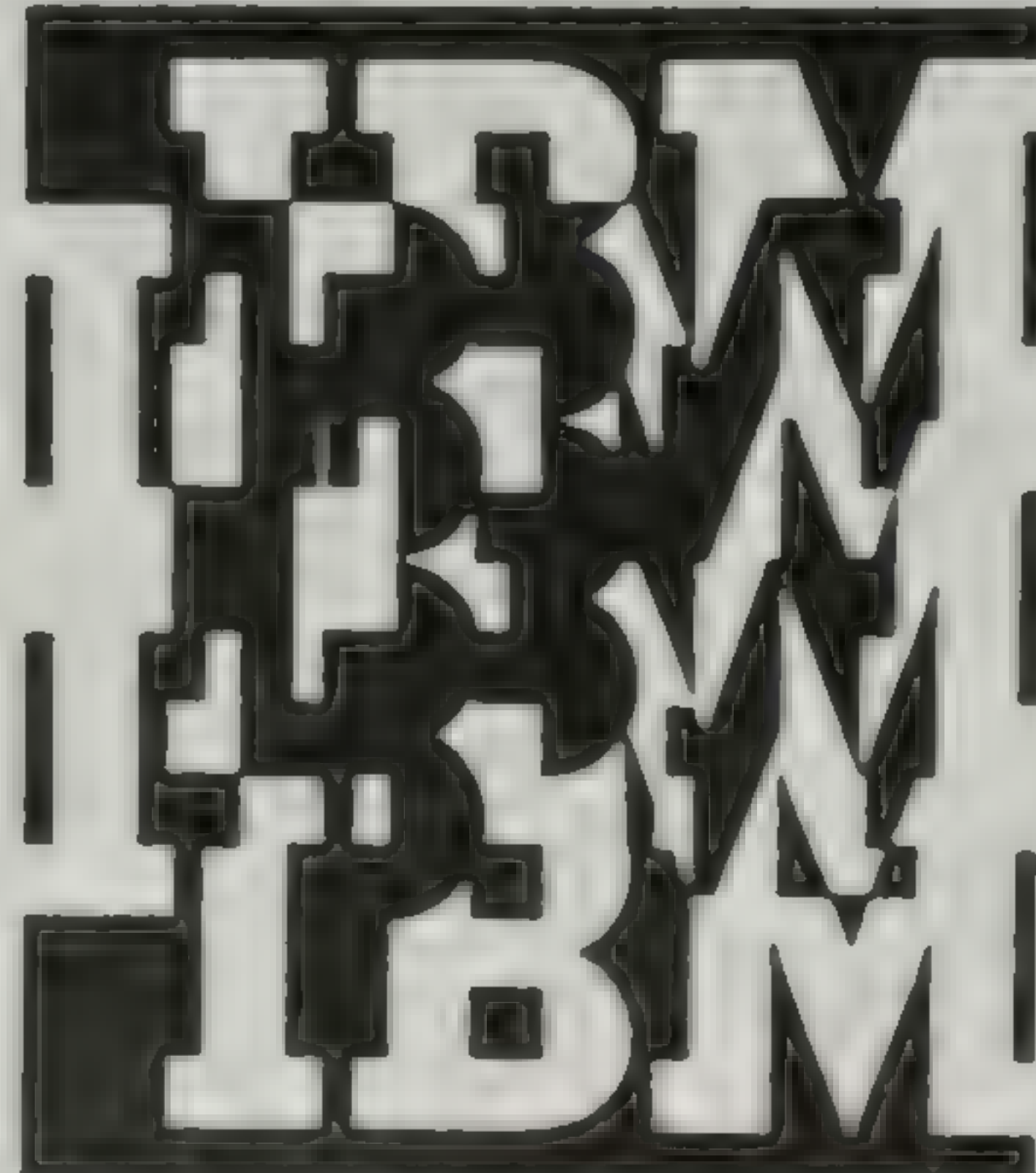
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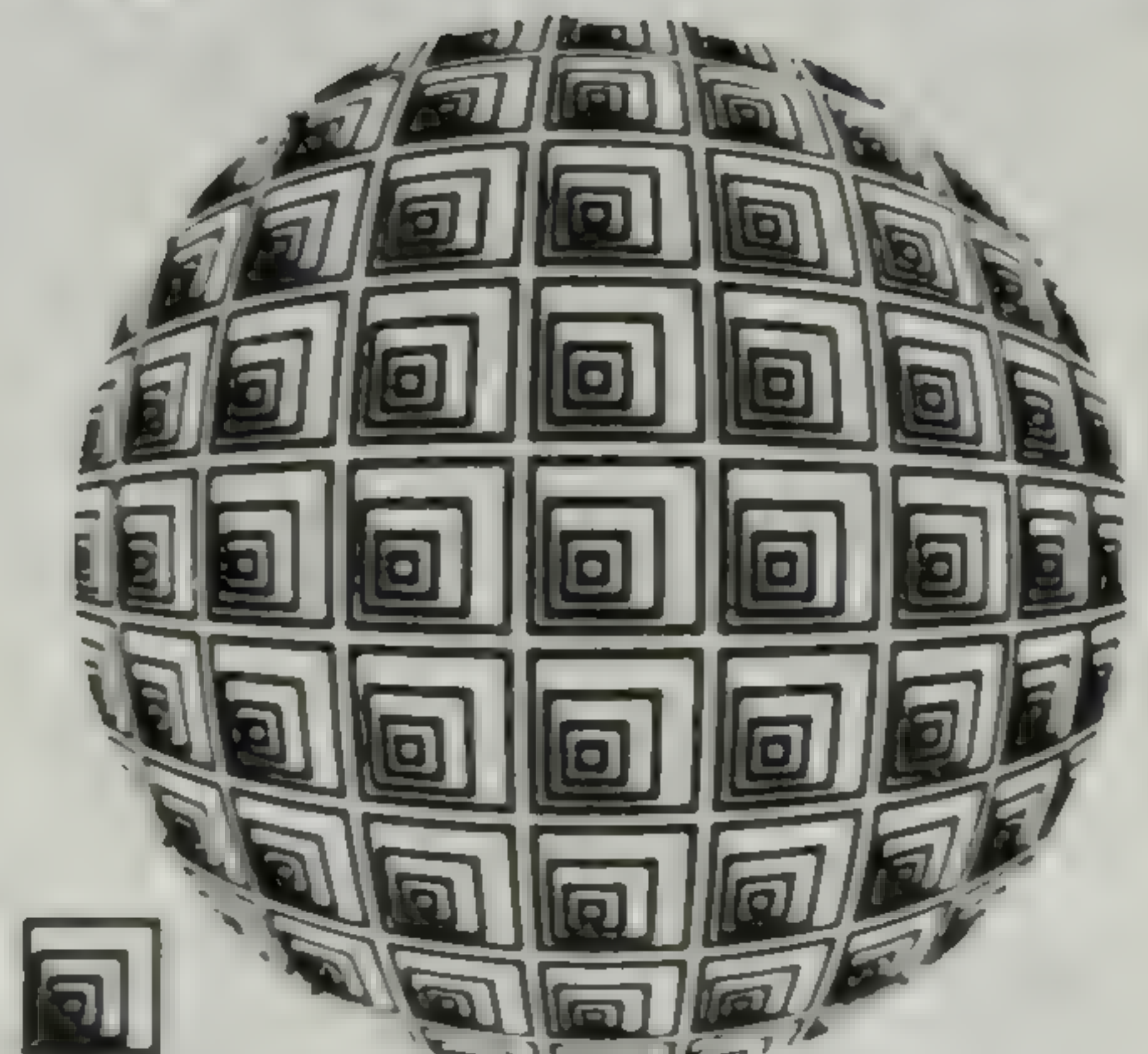
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(1), (2) LGA Center (Herbert W. Kapicchi, Germany)
(3) Westinghouse (Elliot Noyes and Paul Rand, U.S.)
(4), (5) IBM (Walter M. Lundeau, Thomas F. Koreman

and Gary C. Springer, U.S.). (6) Lyon Trust Bank
(Daniel Murray, France). (7) Robert Leihy brewery
(Nellie Rudin, Switzerland)





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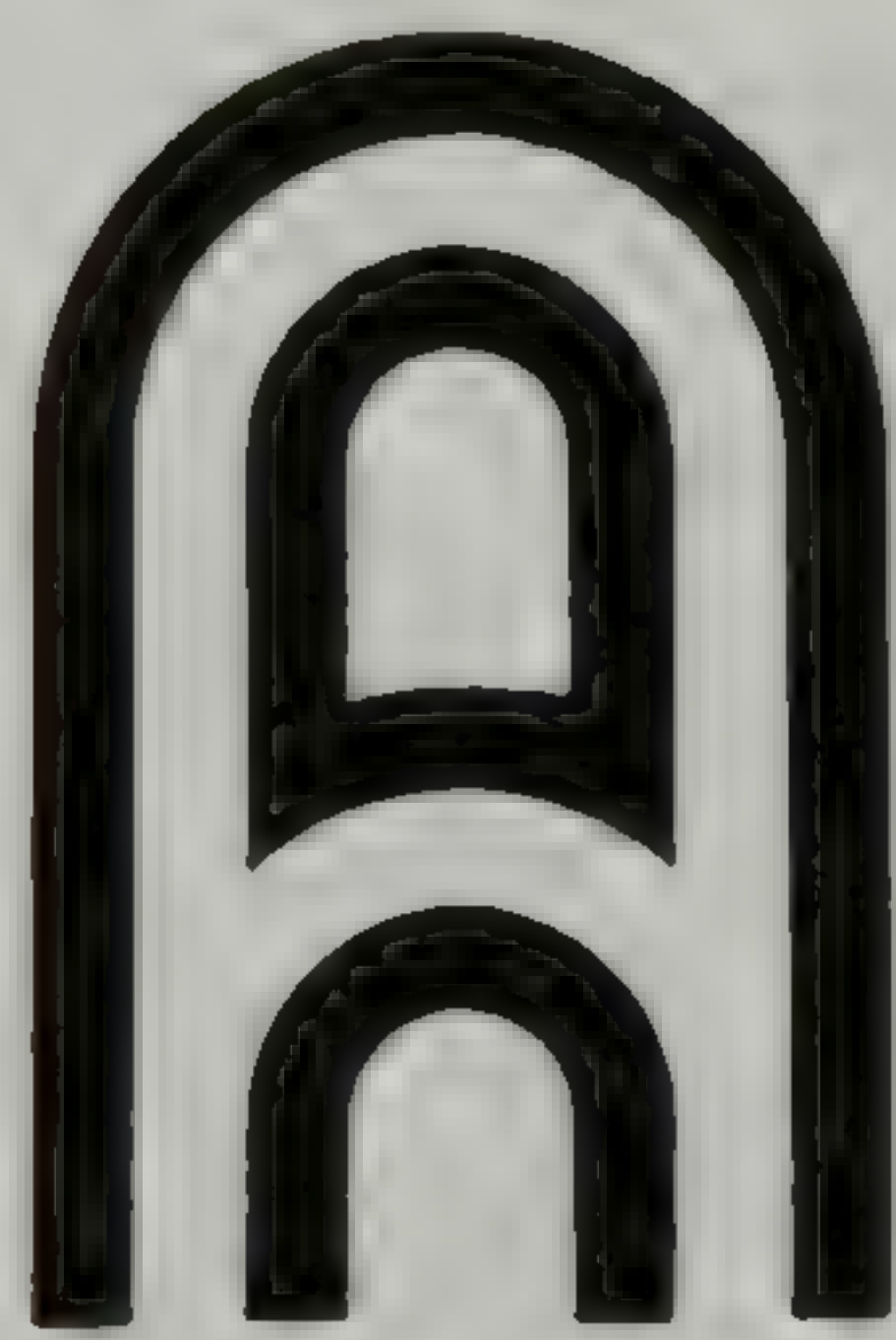
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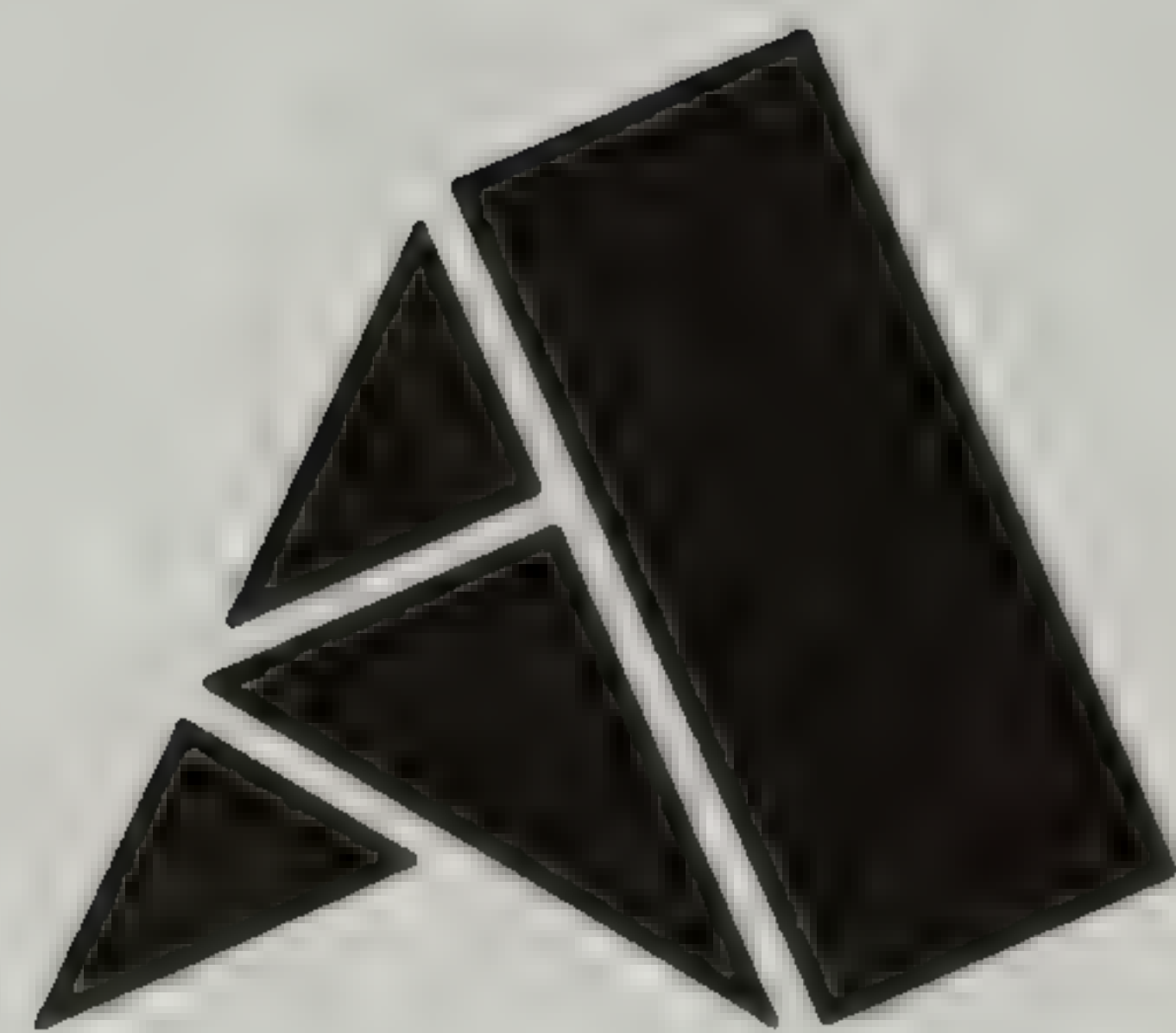
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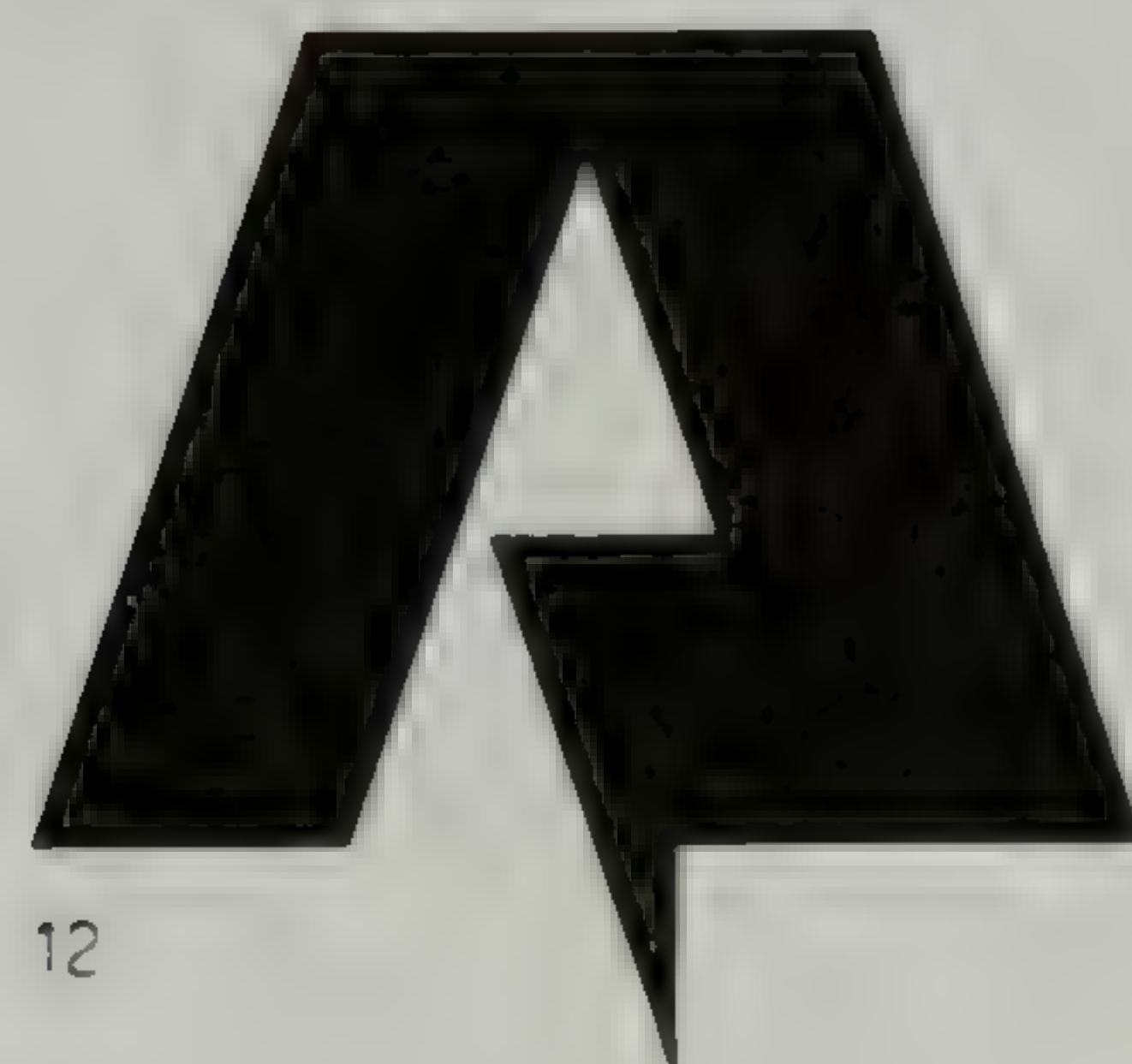
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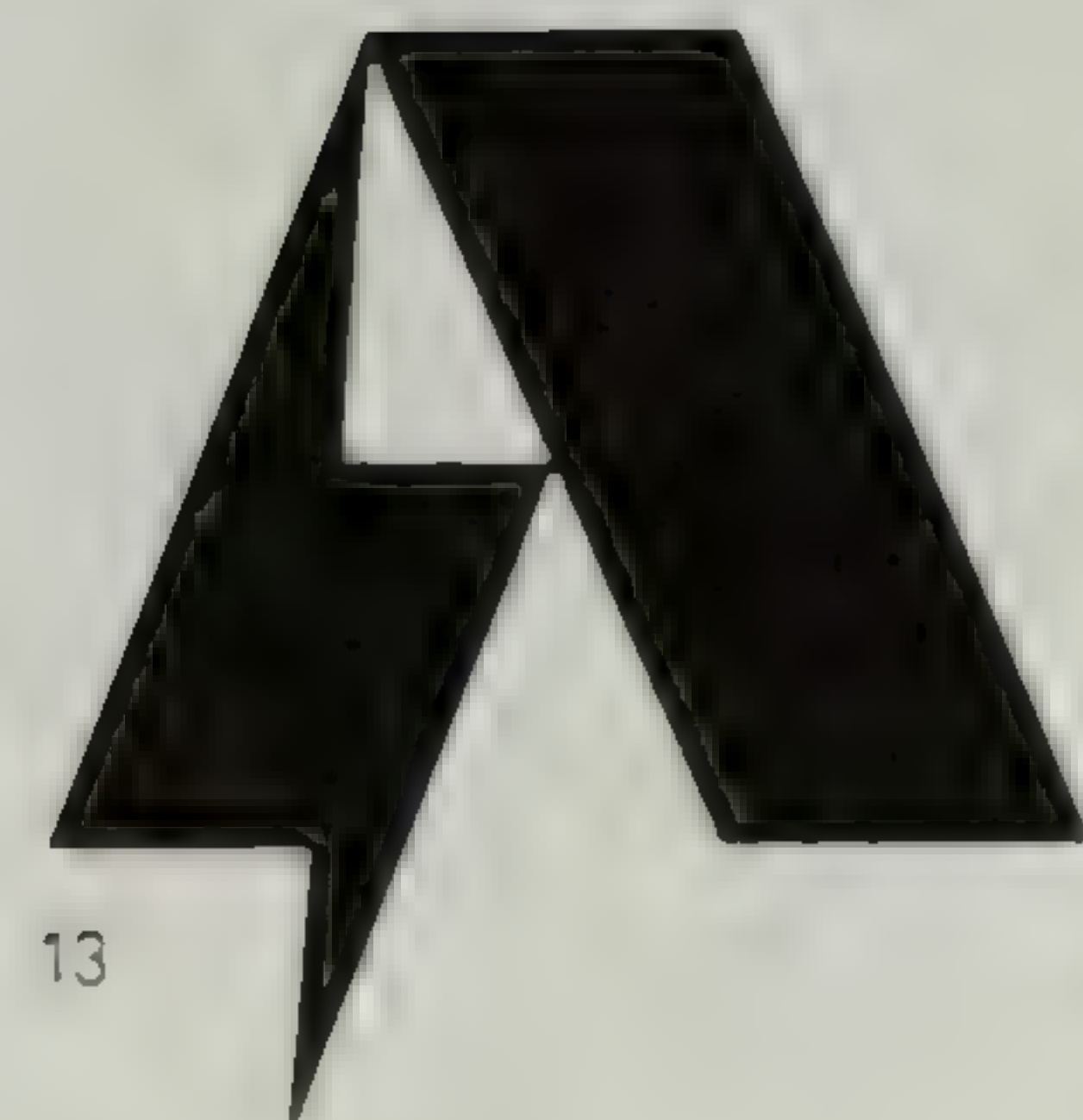
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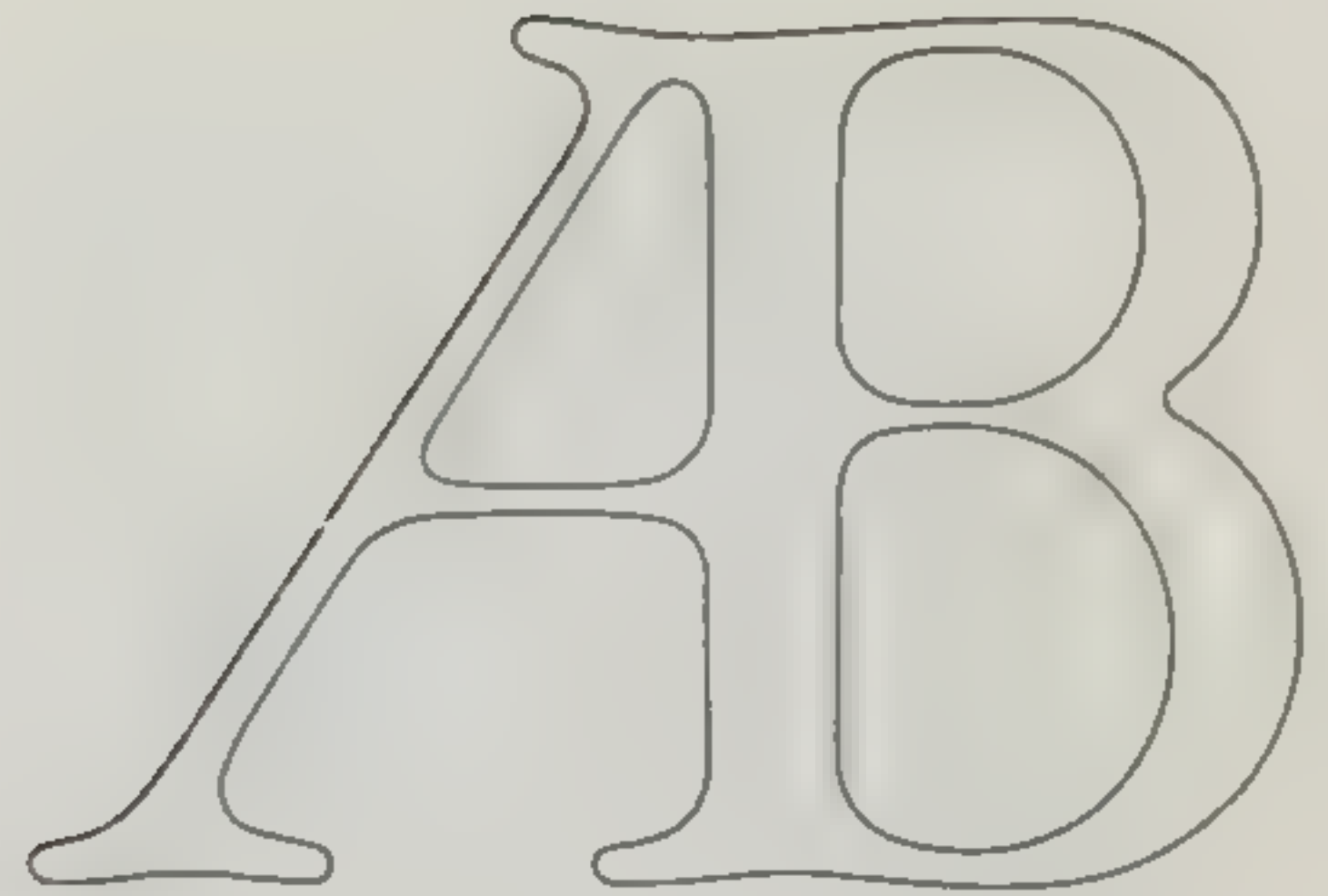
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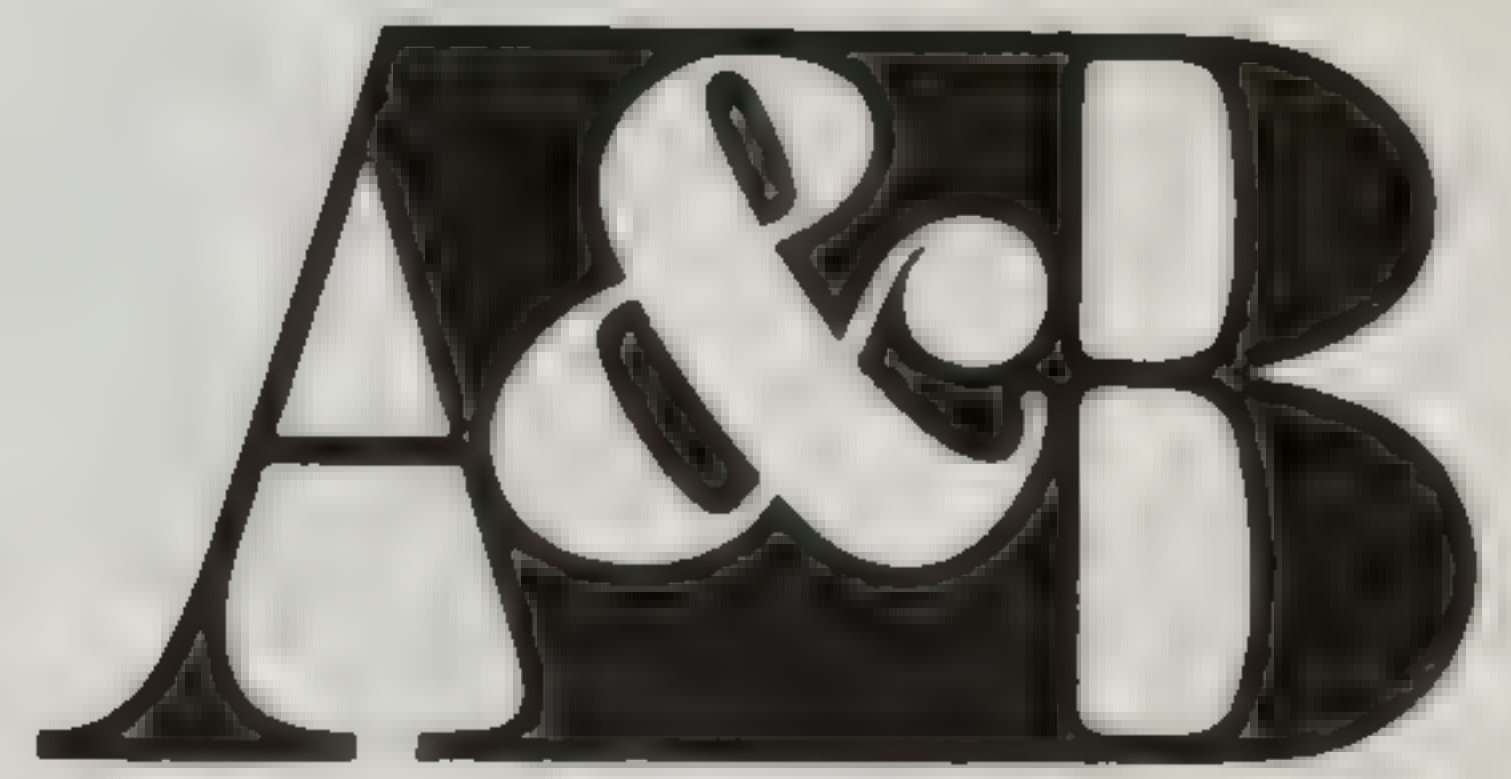
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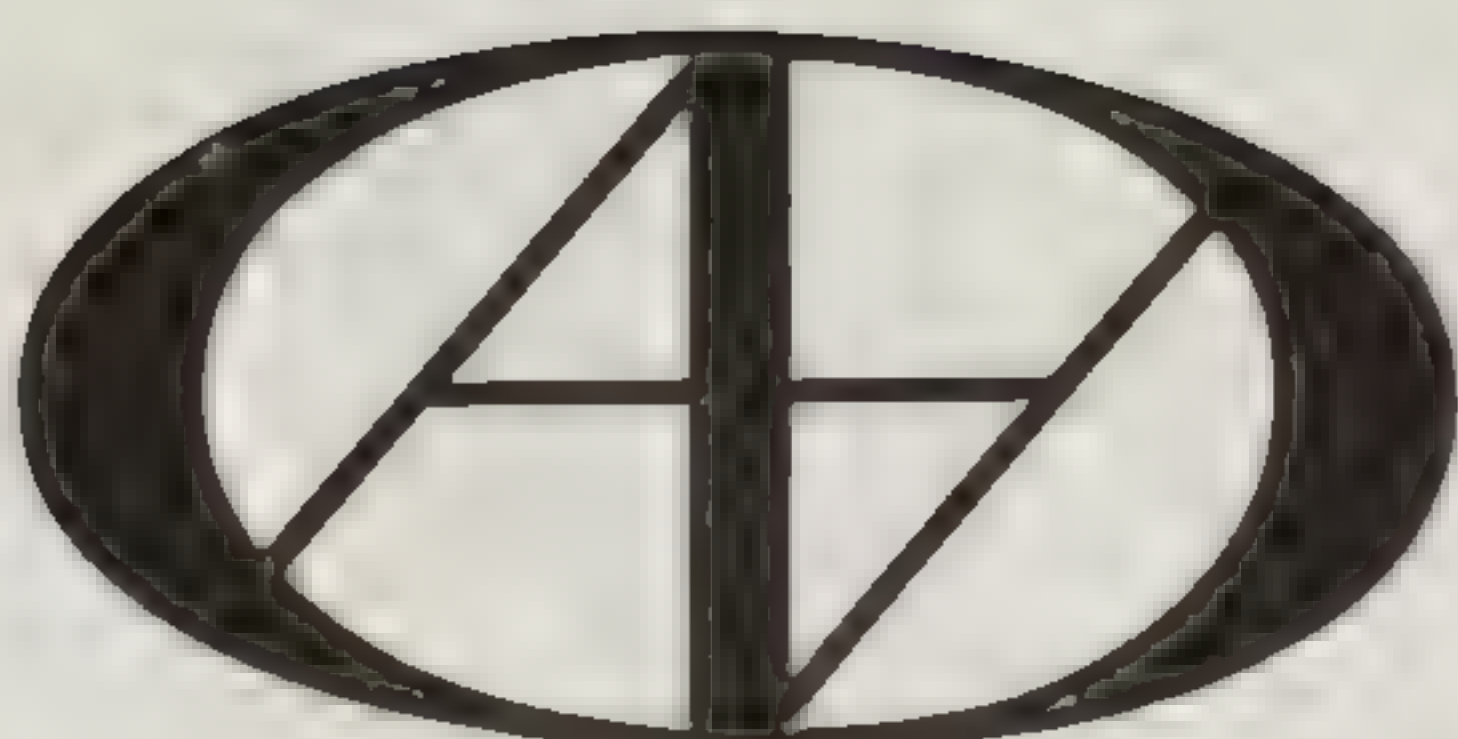
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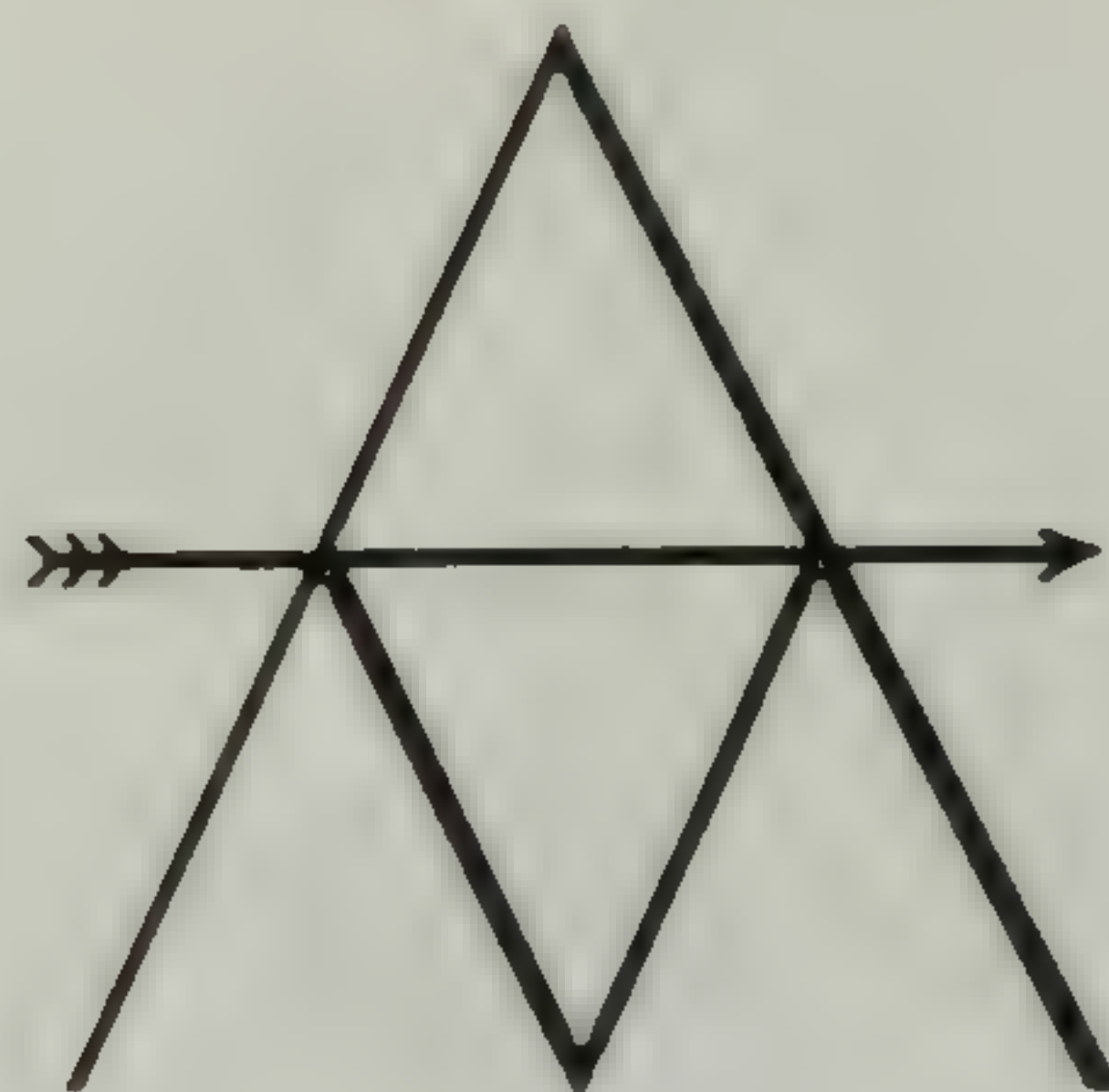
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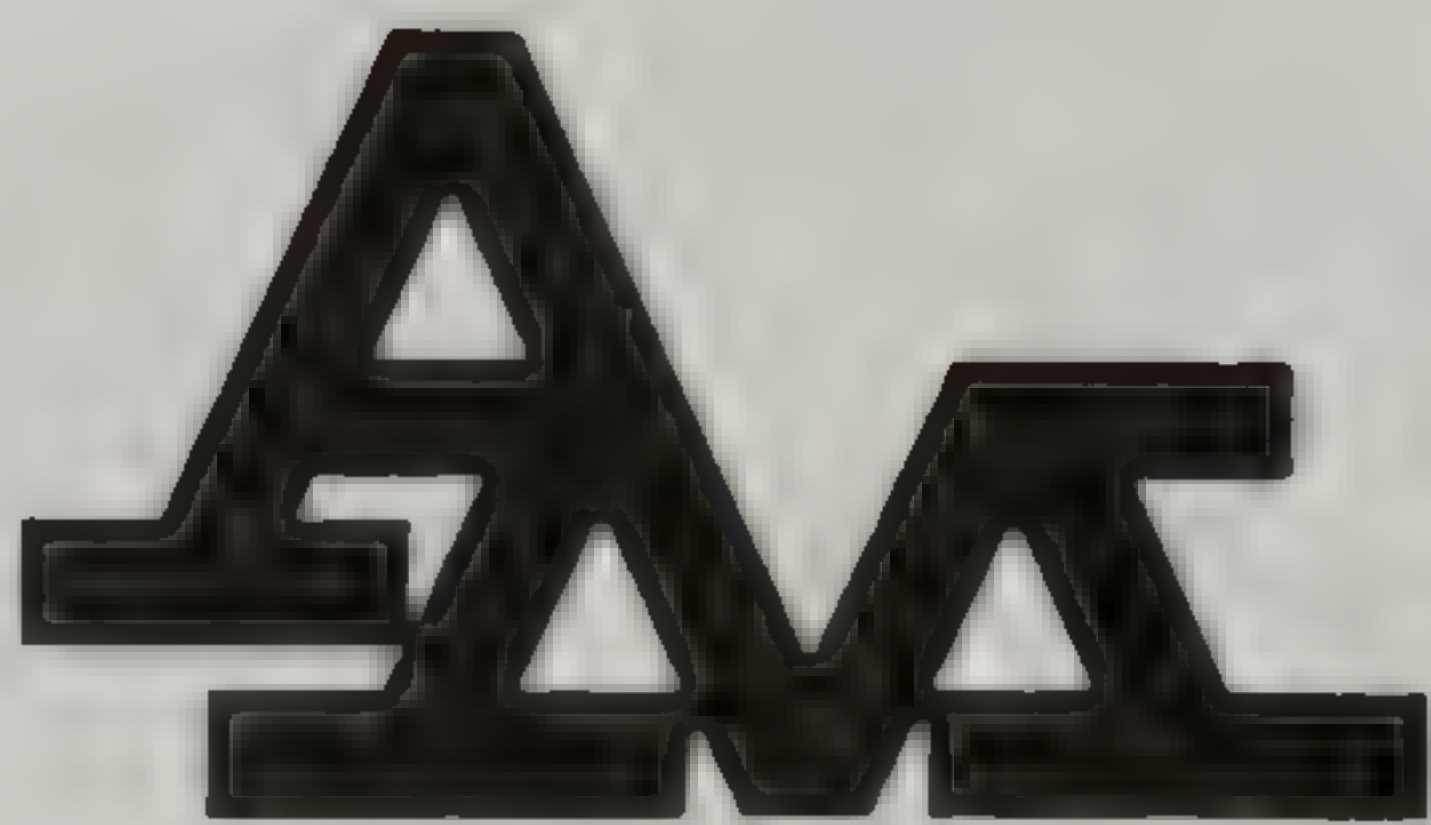
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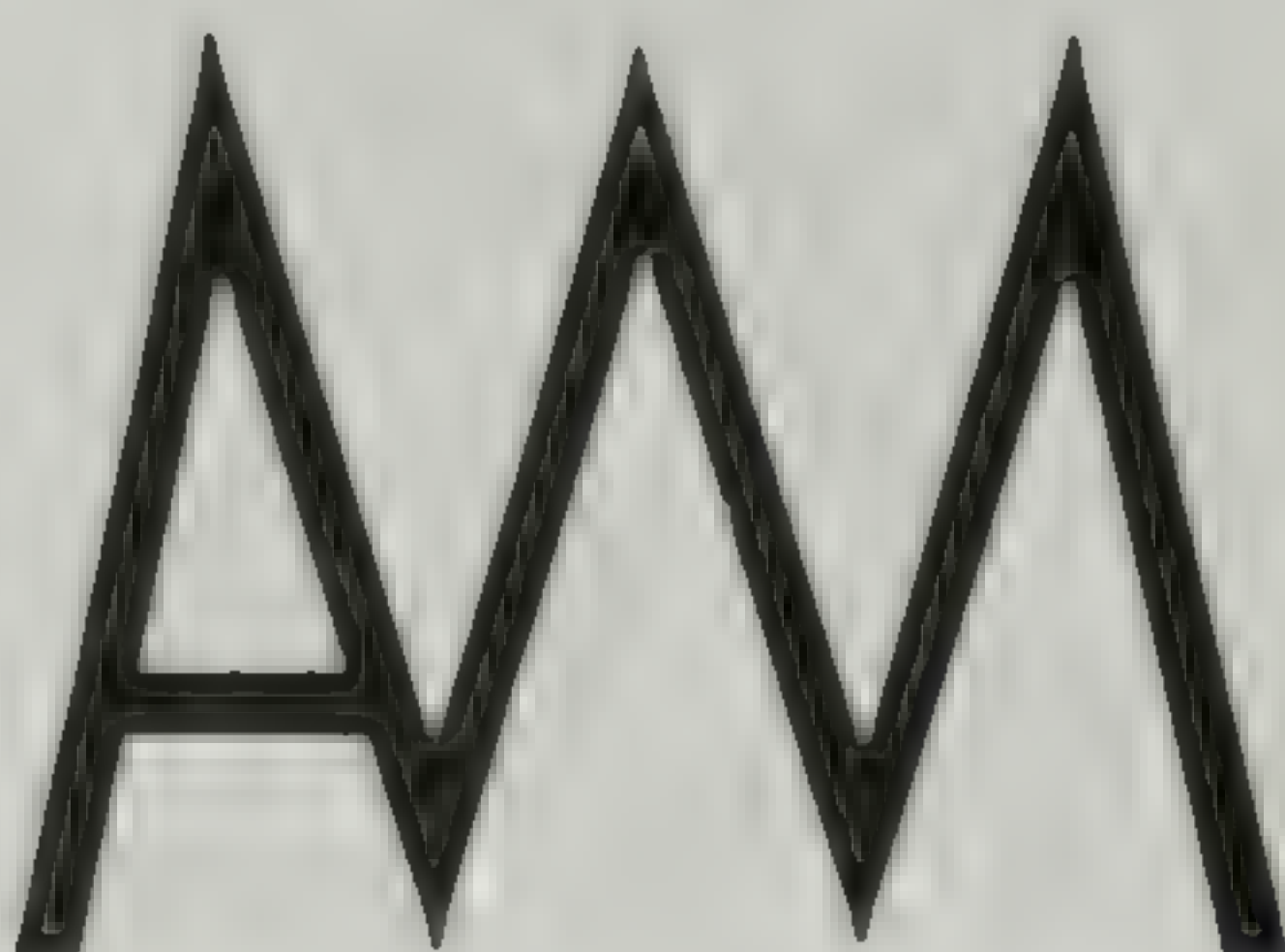
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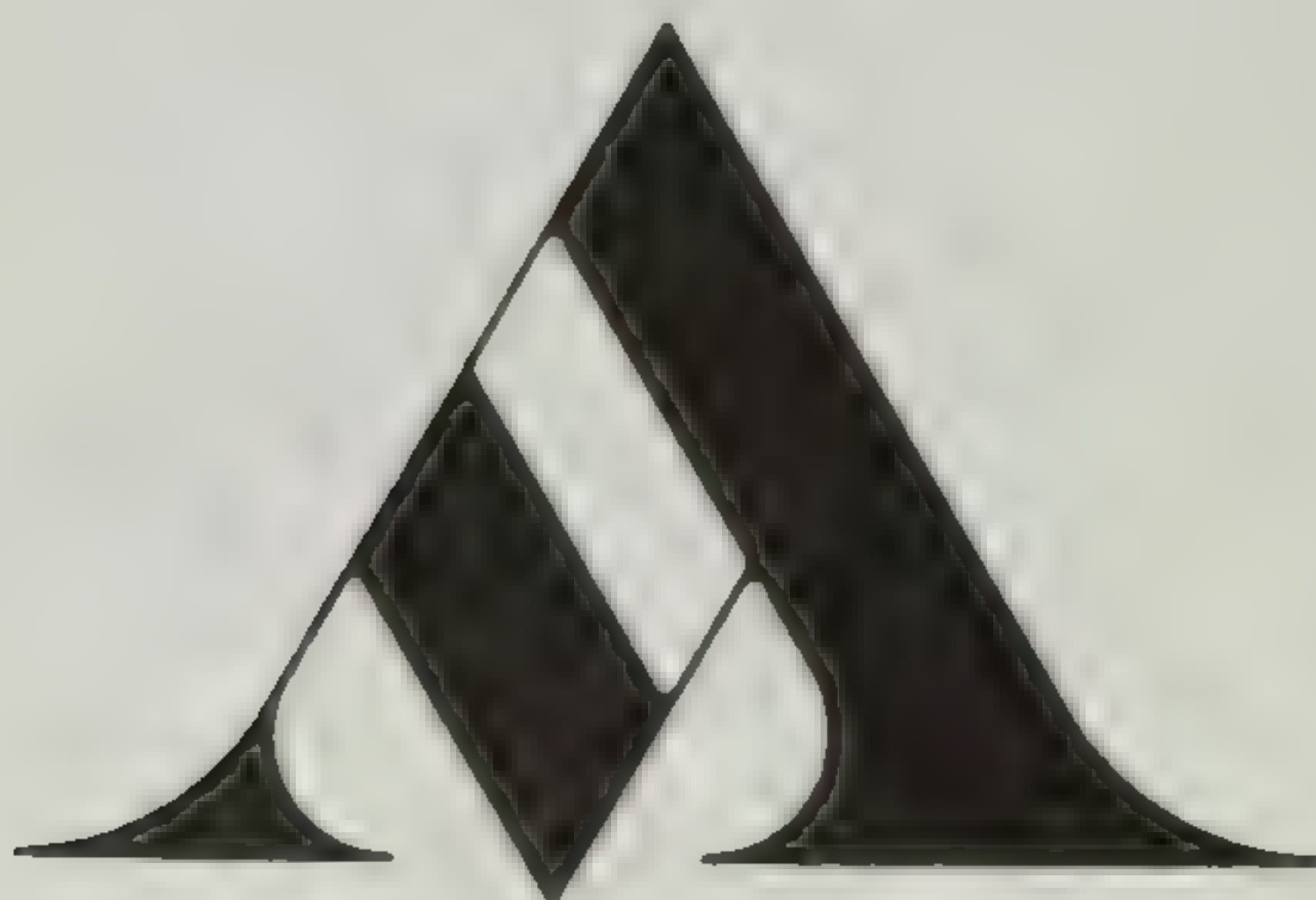
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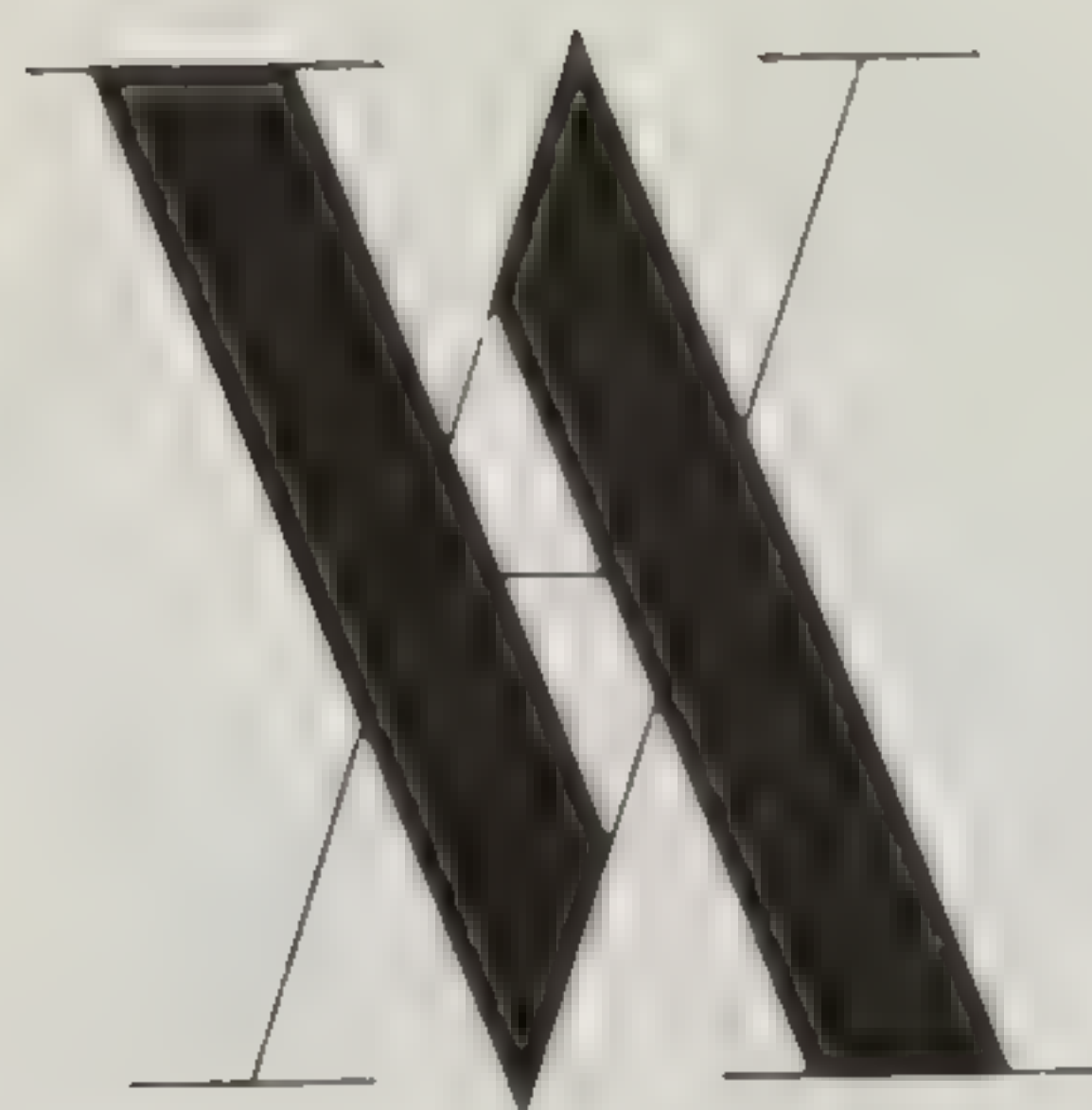
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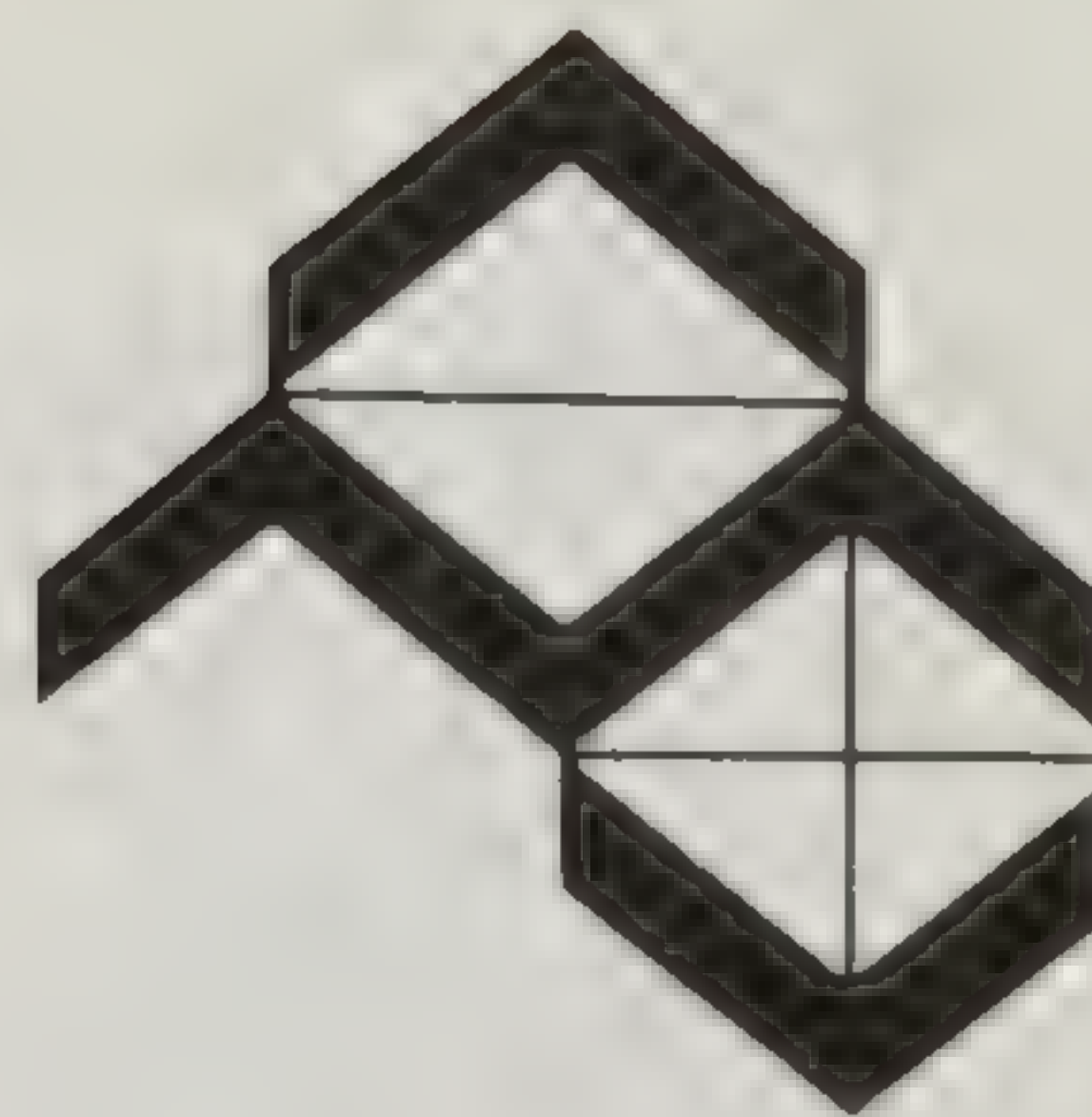
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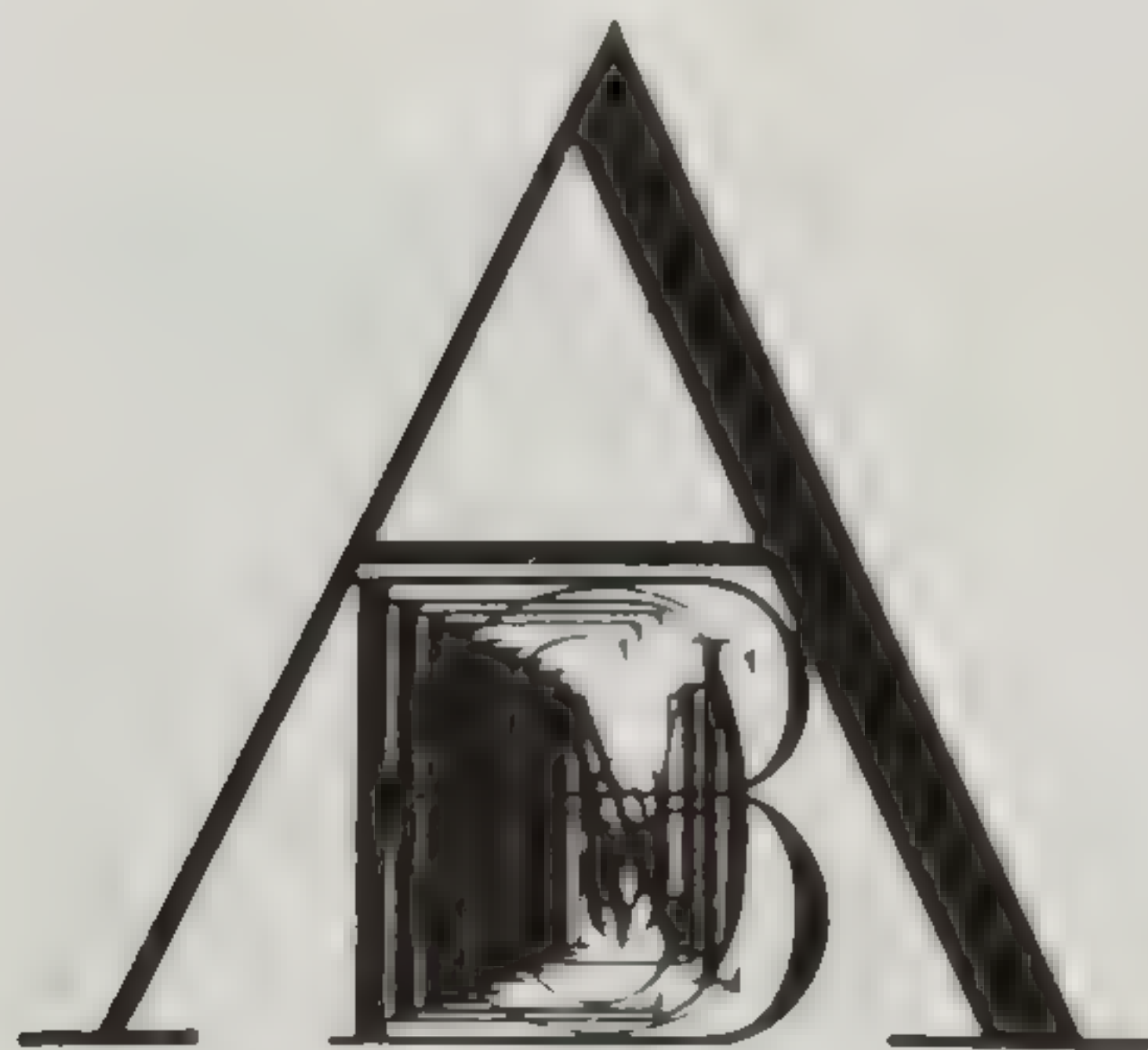
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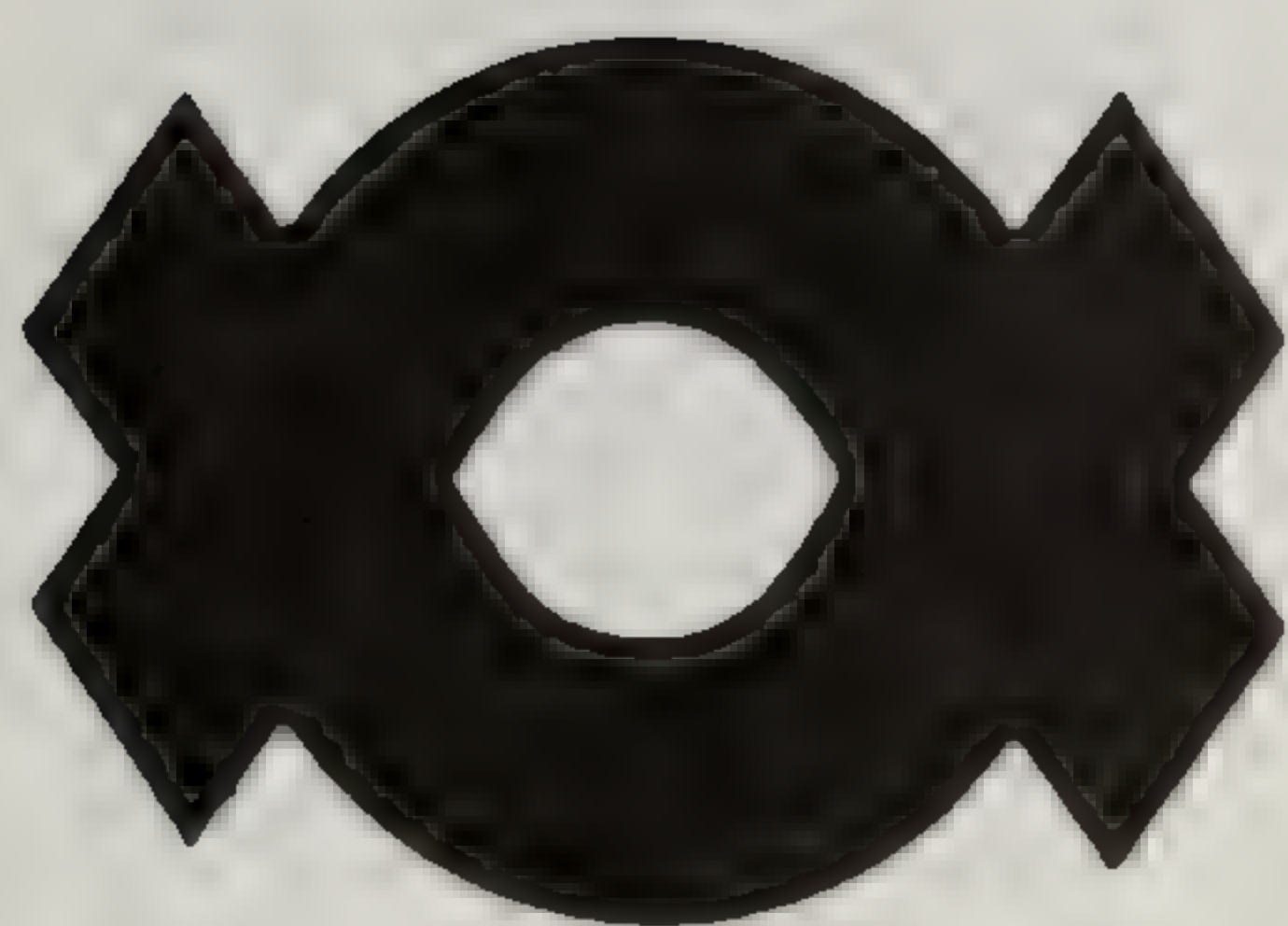
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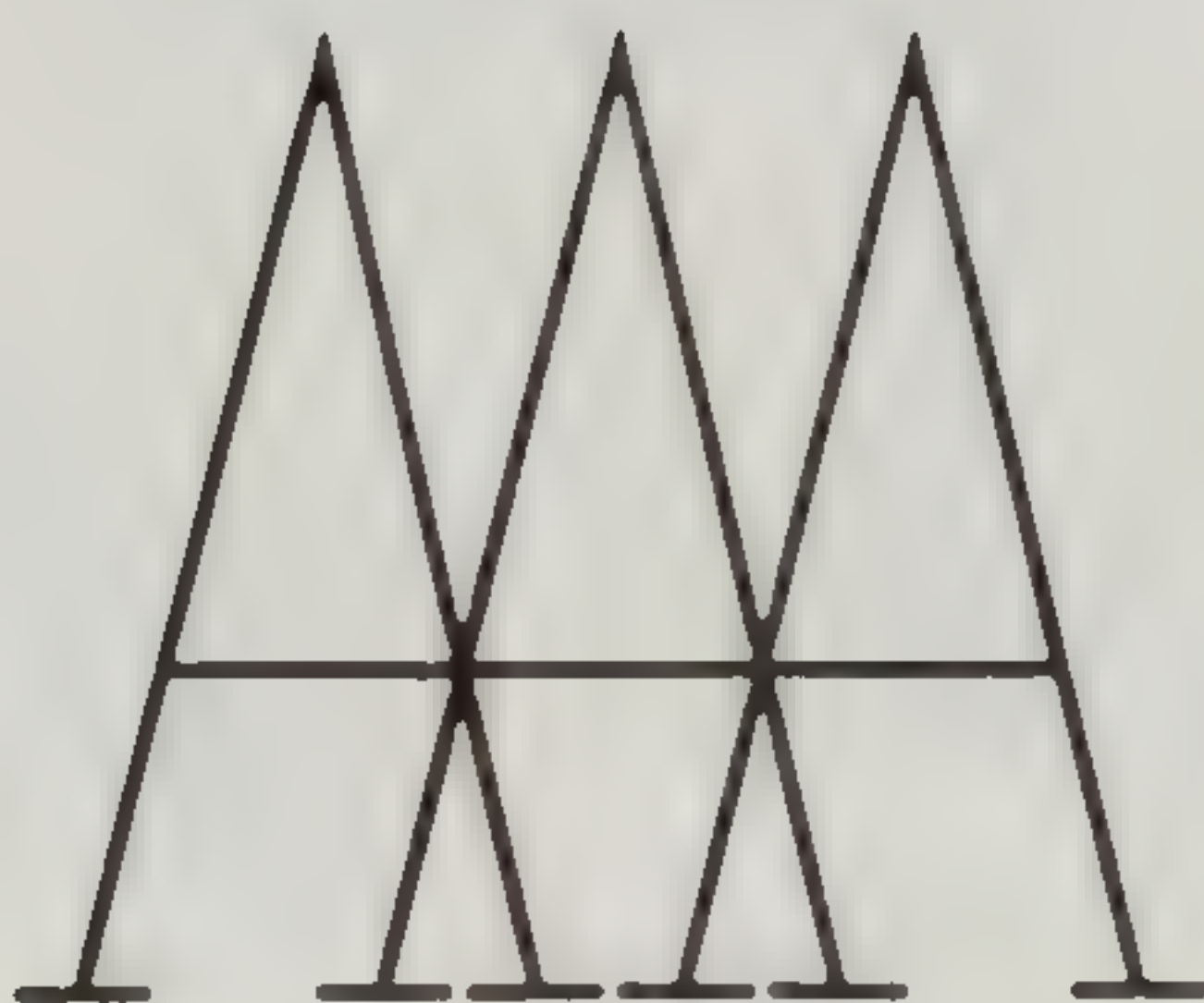
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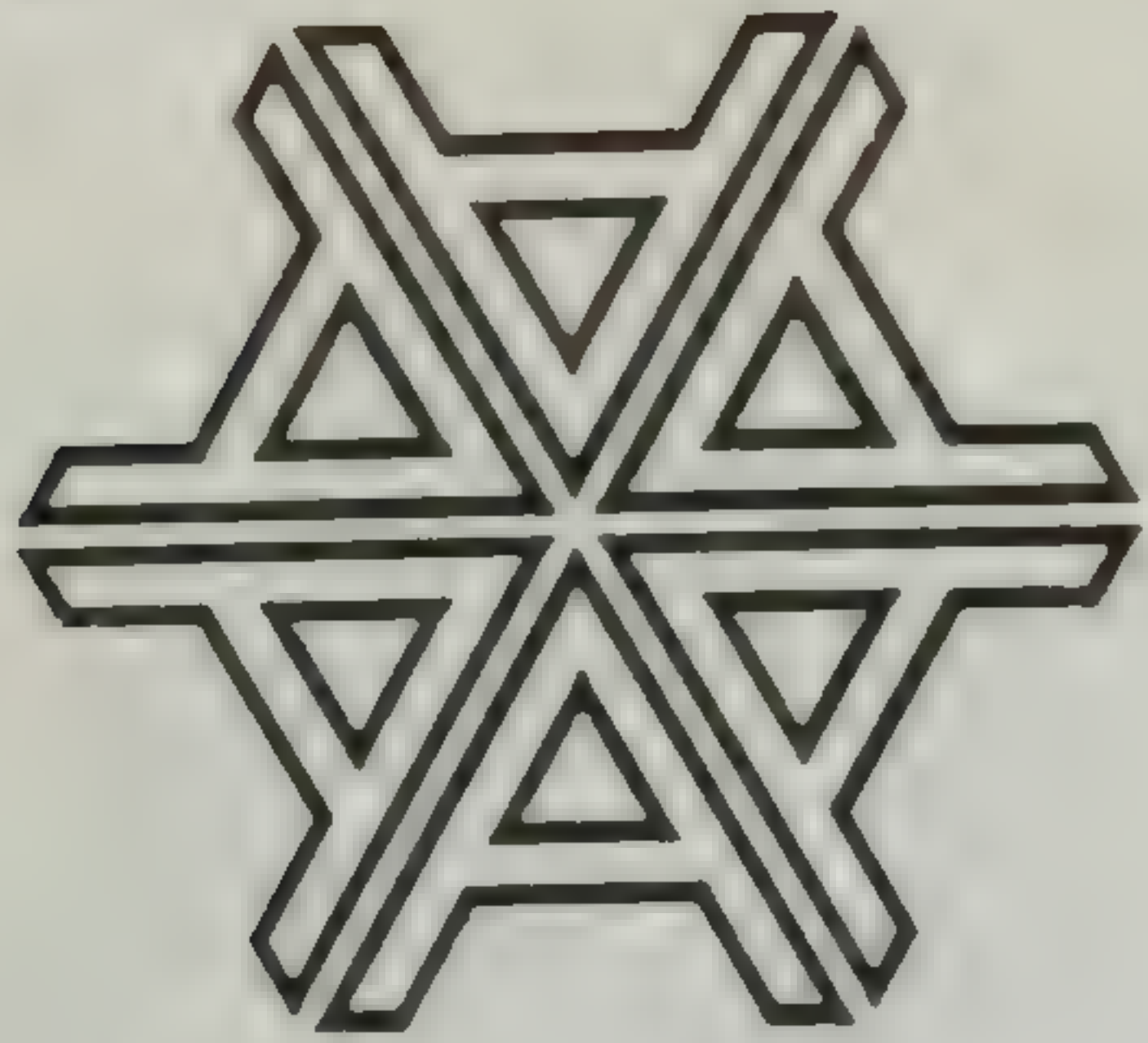


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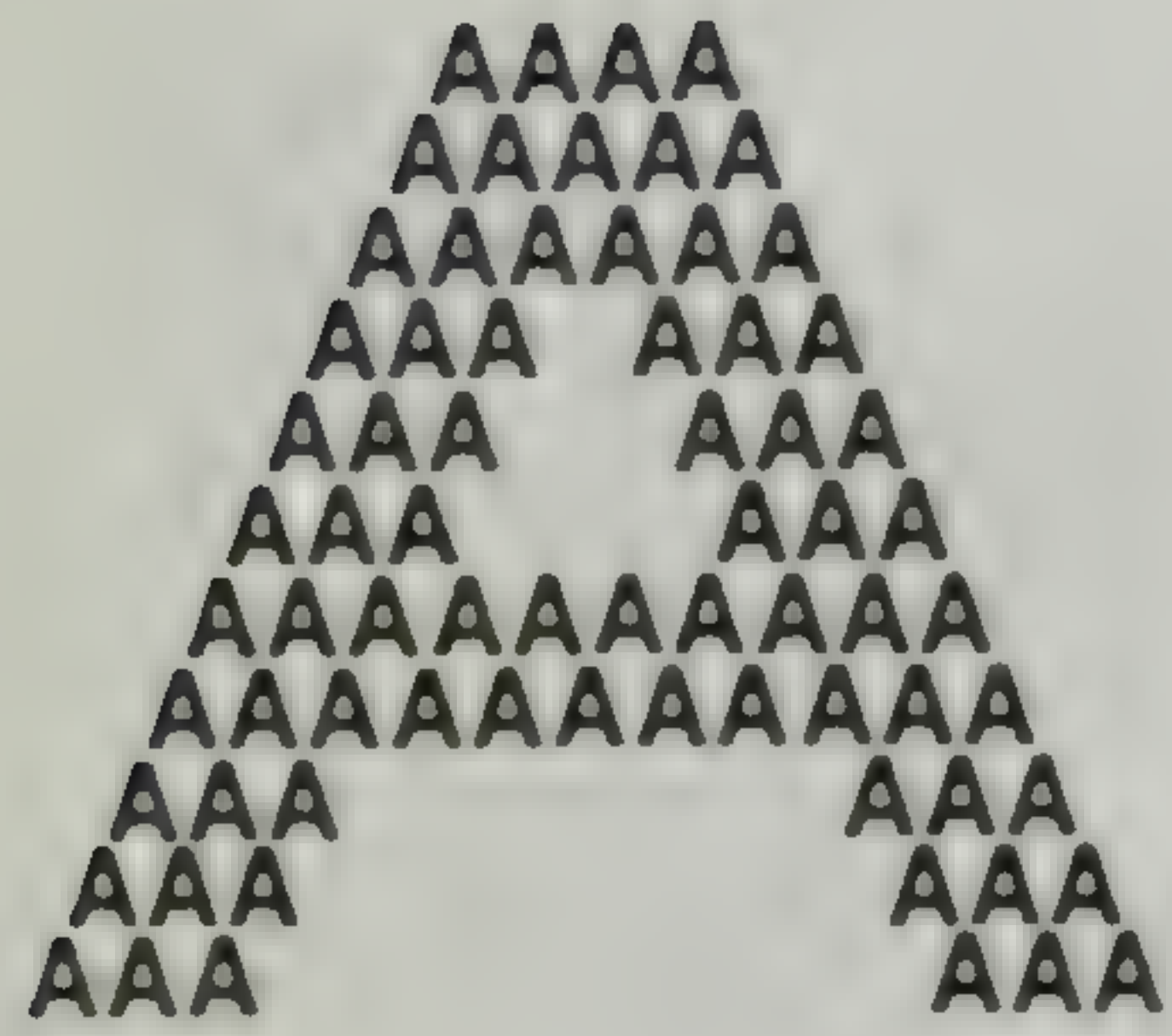
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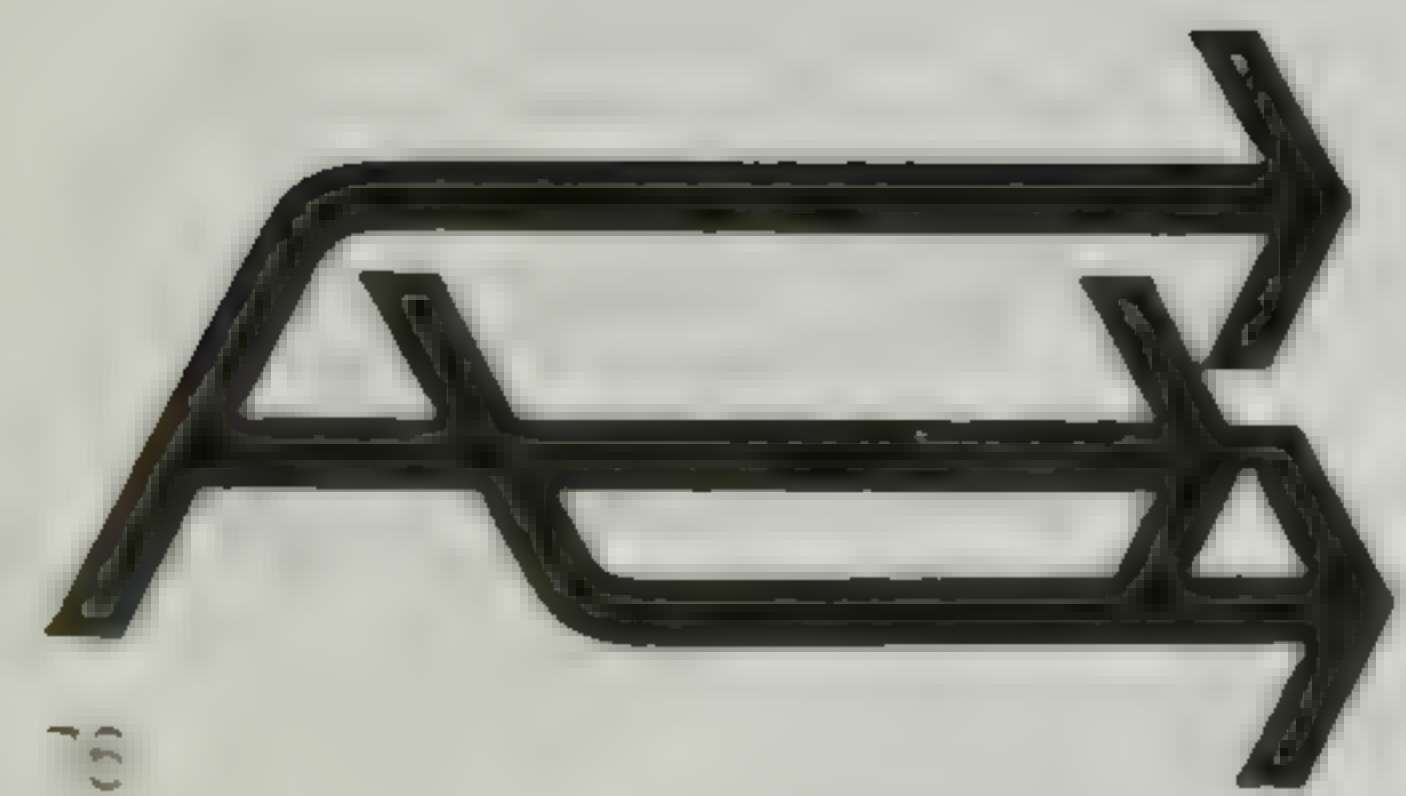
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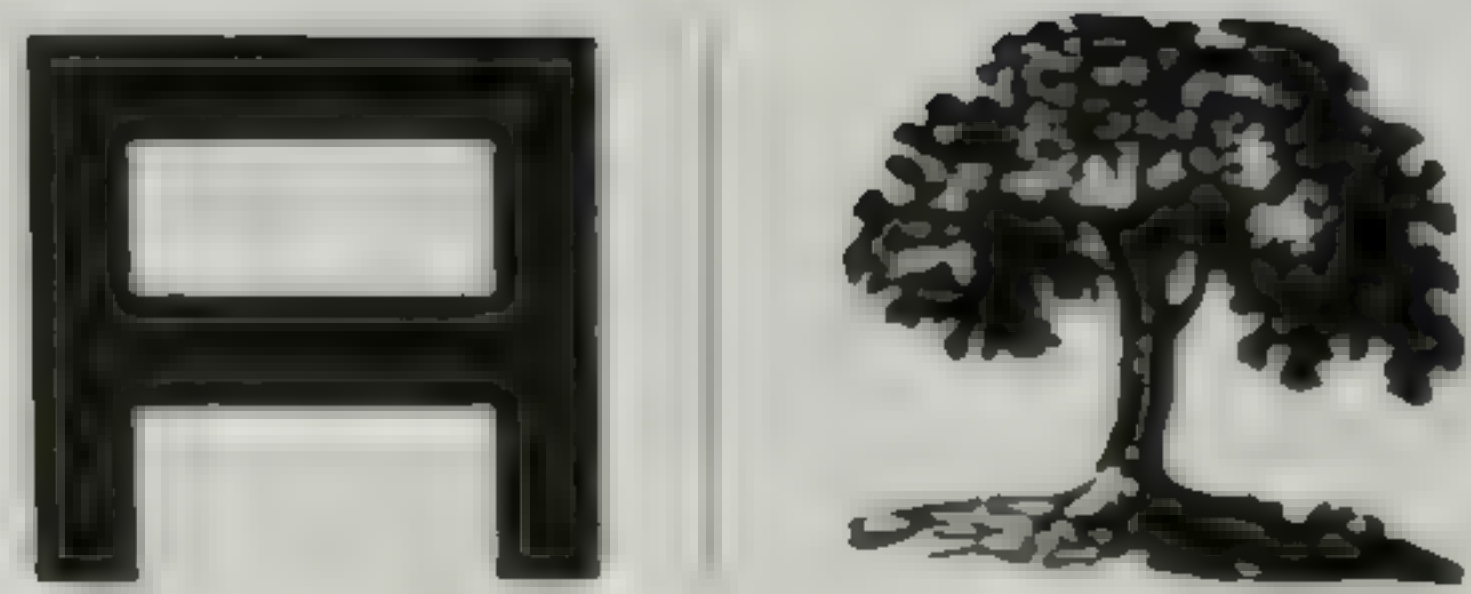
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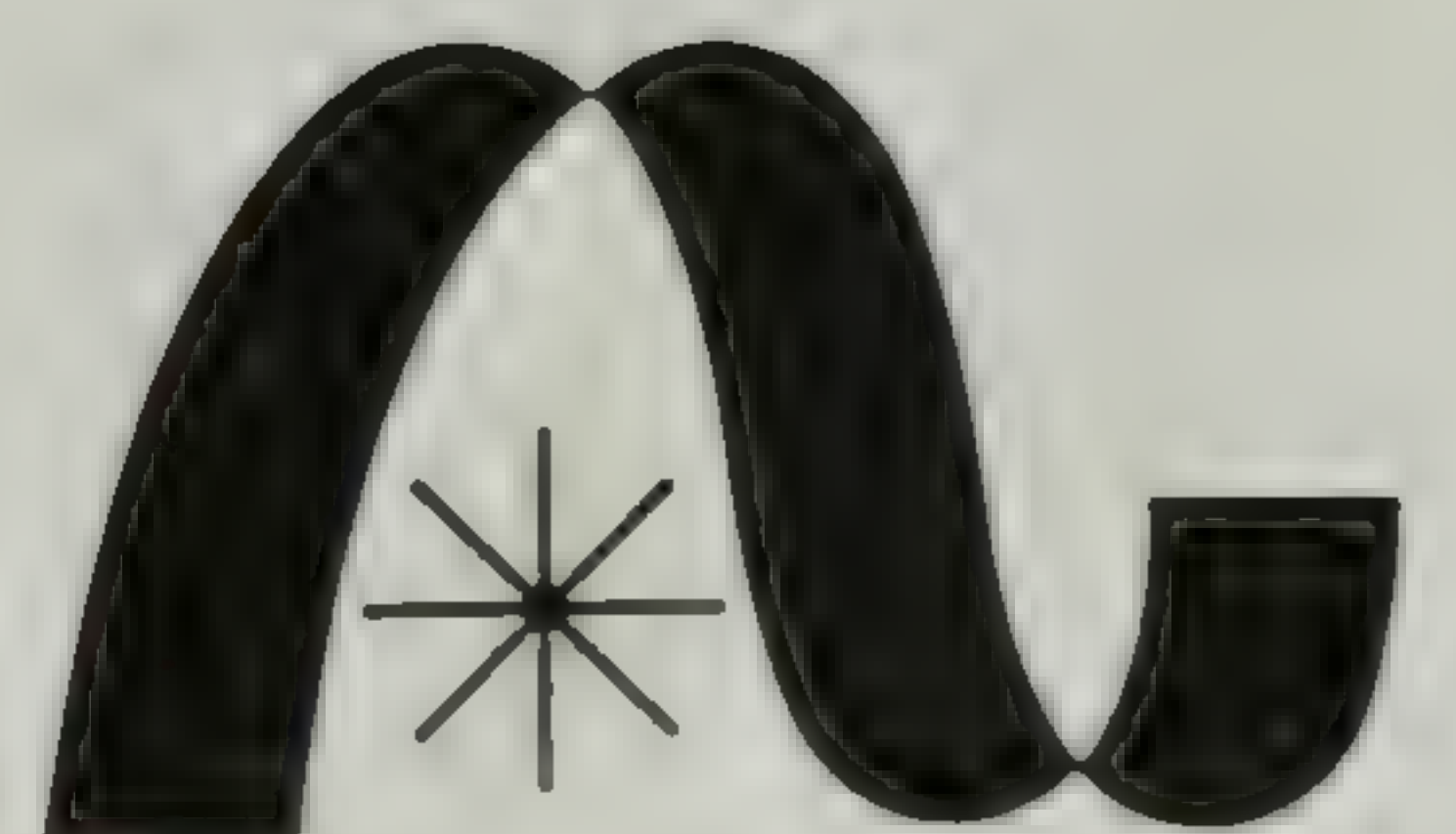
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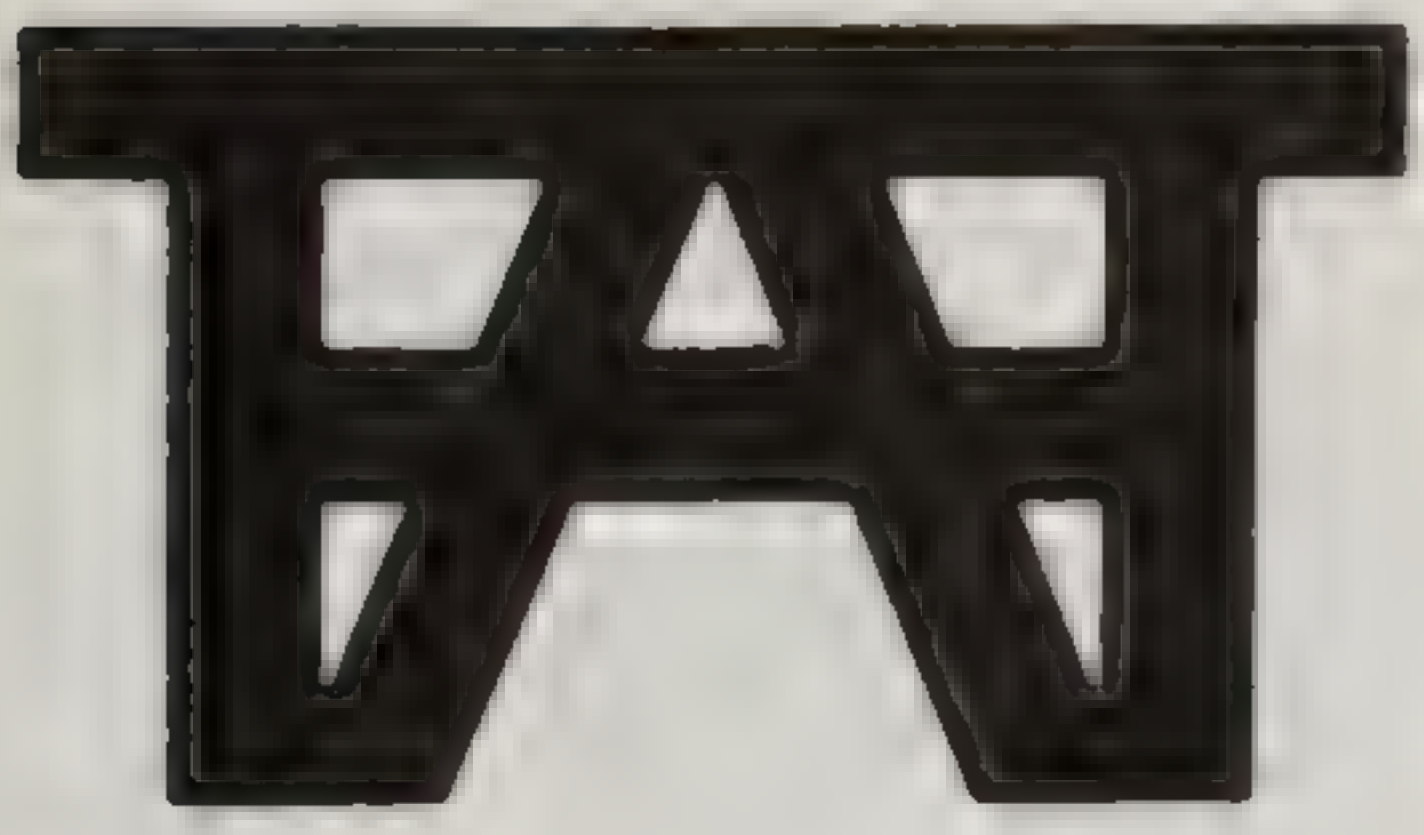
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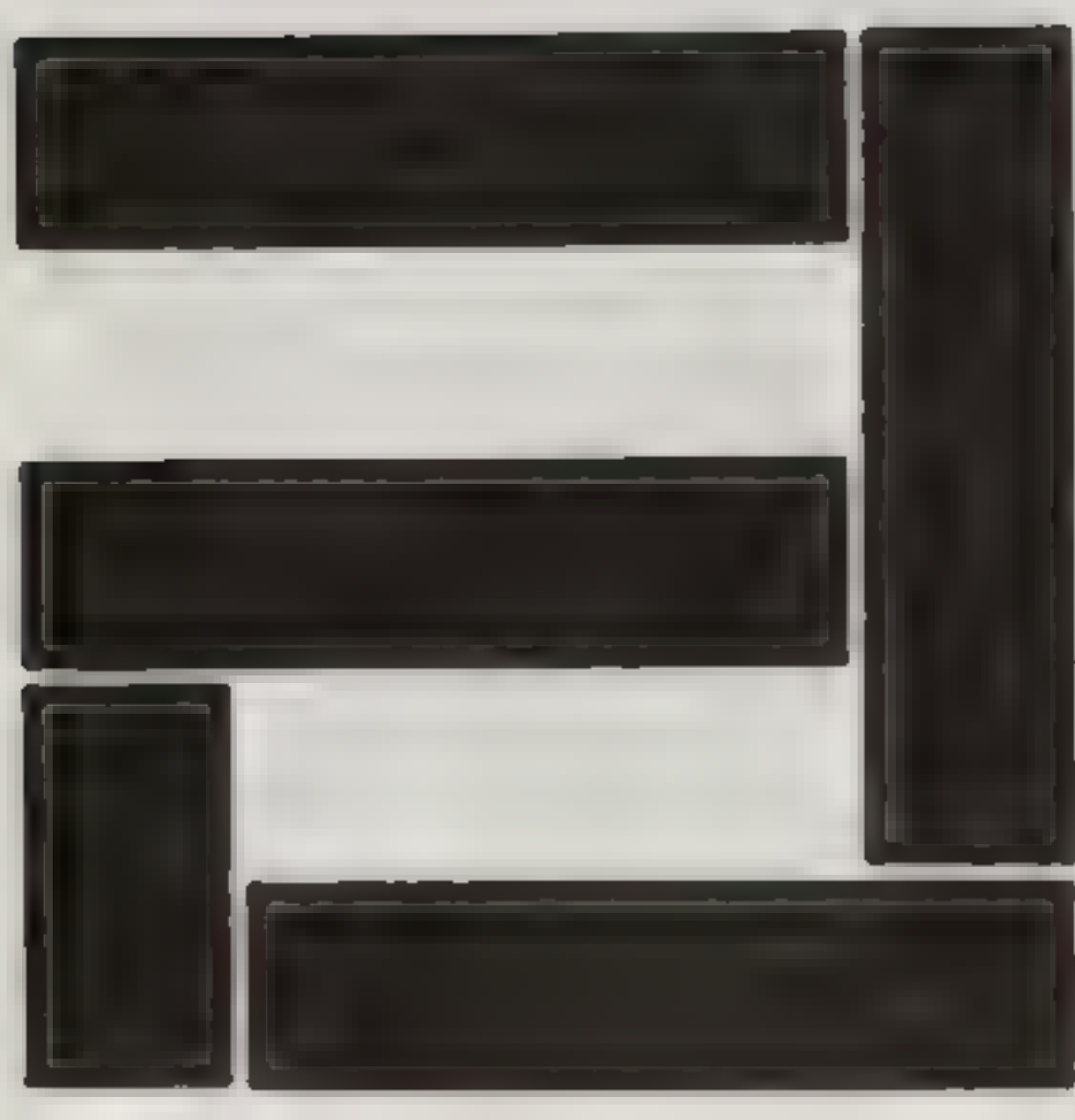
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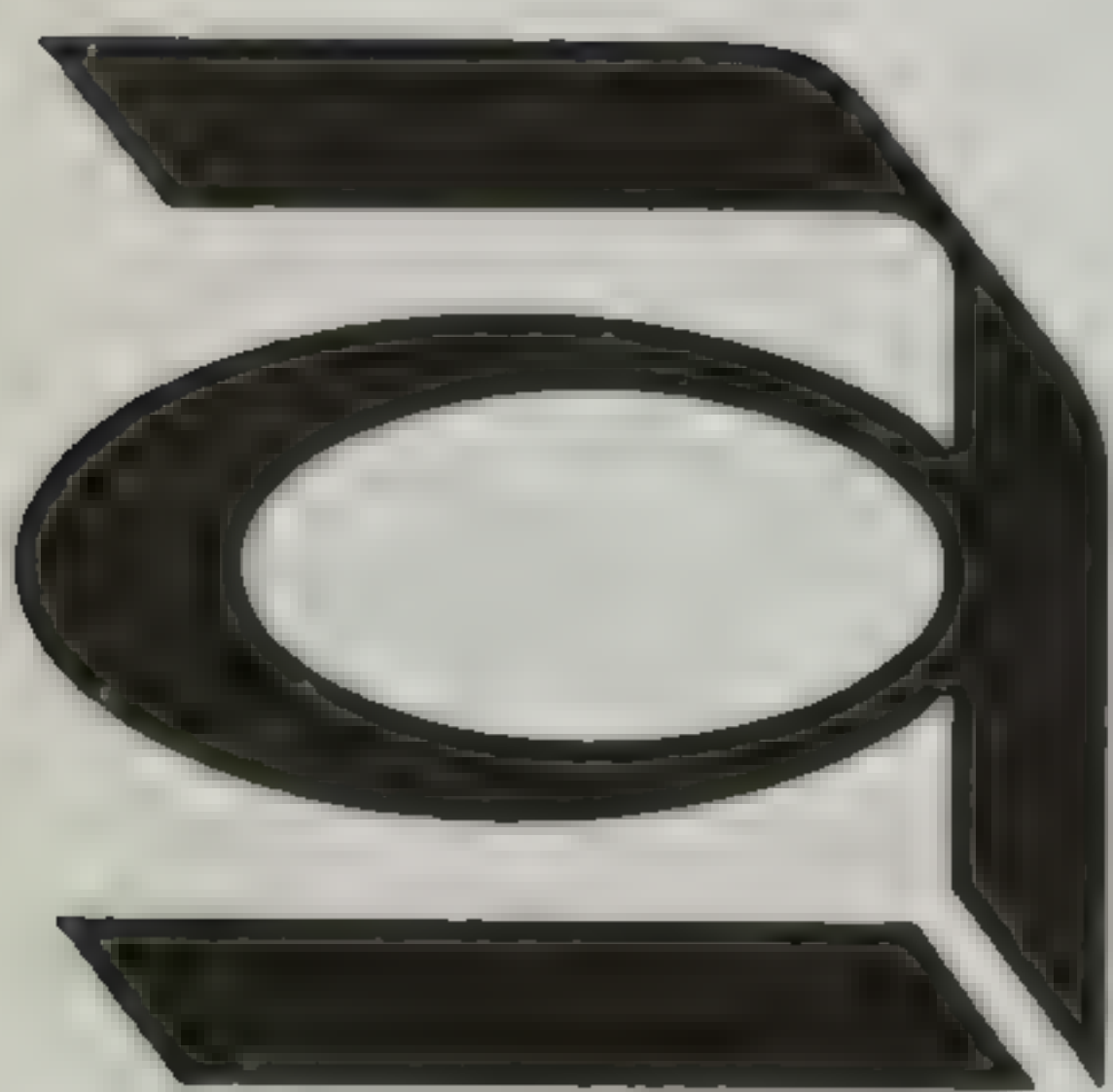
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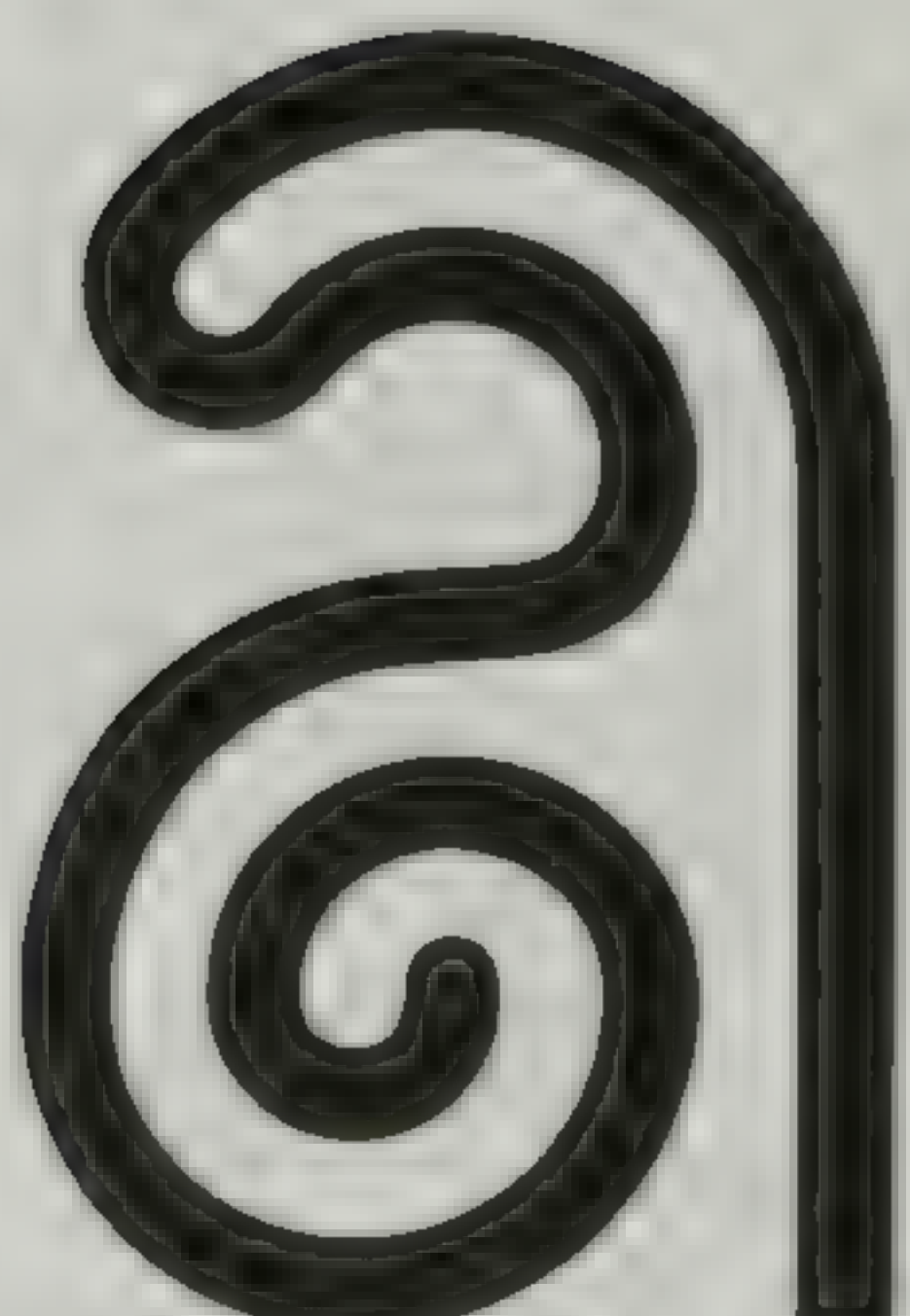
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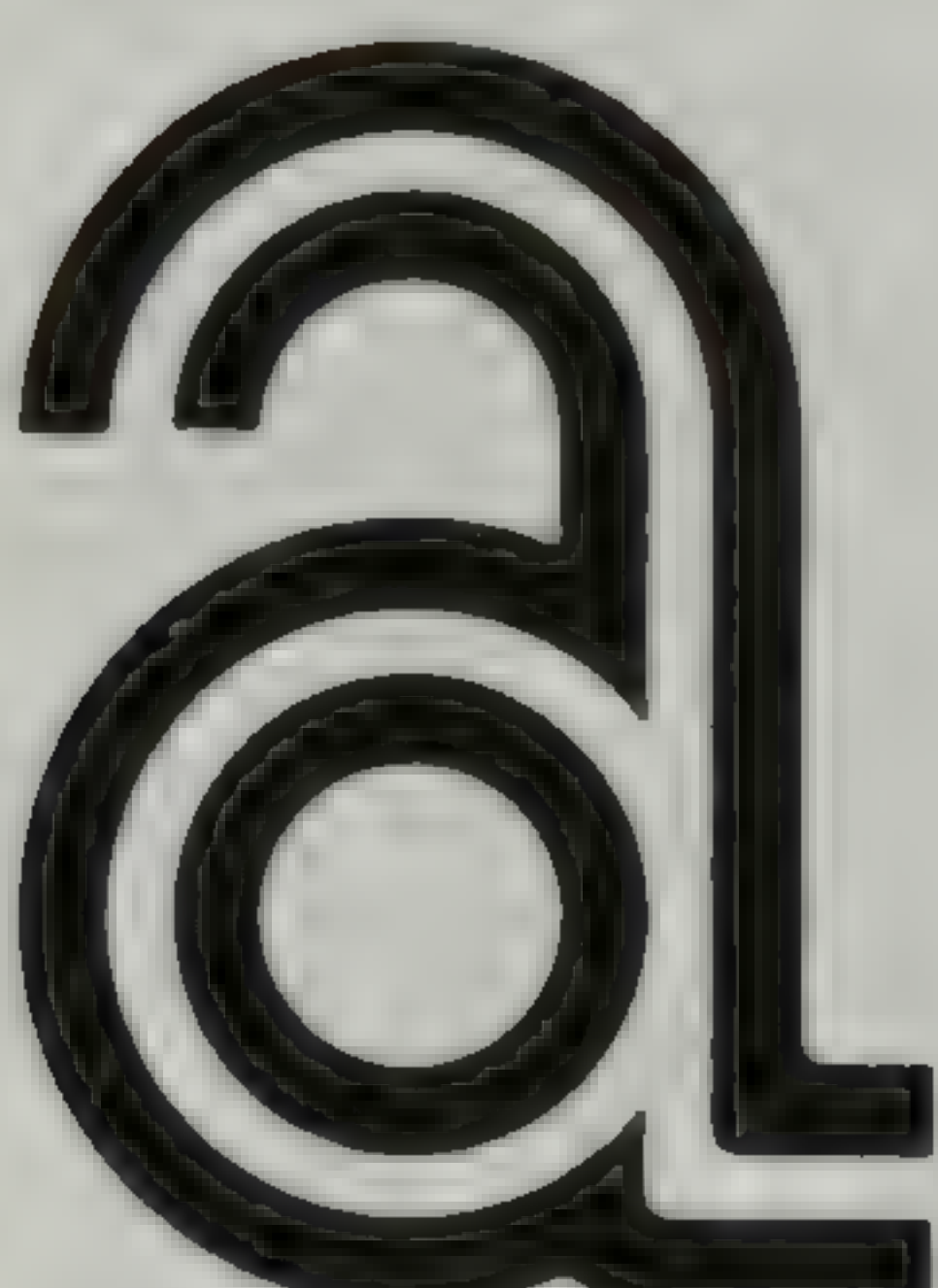
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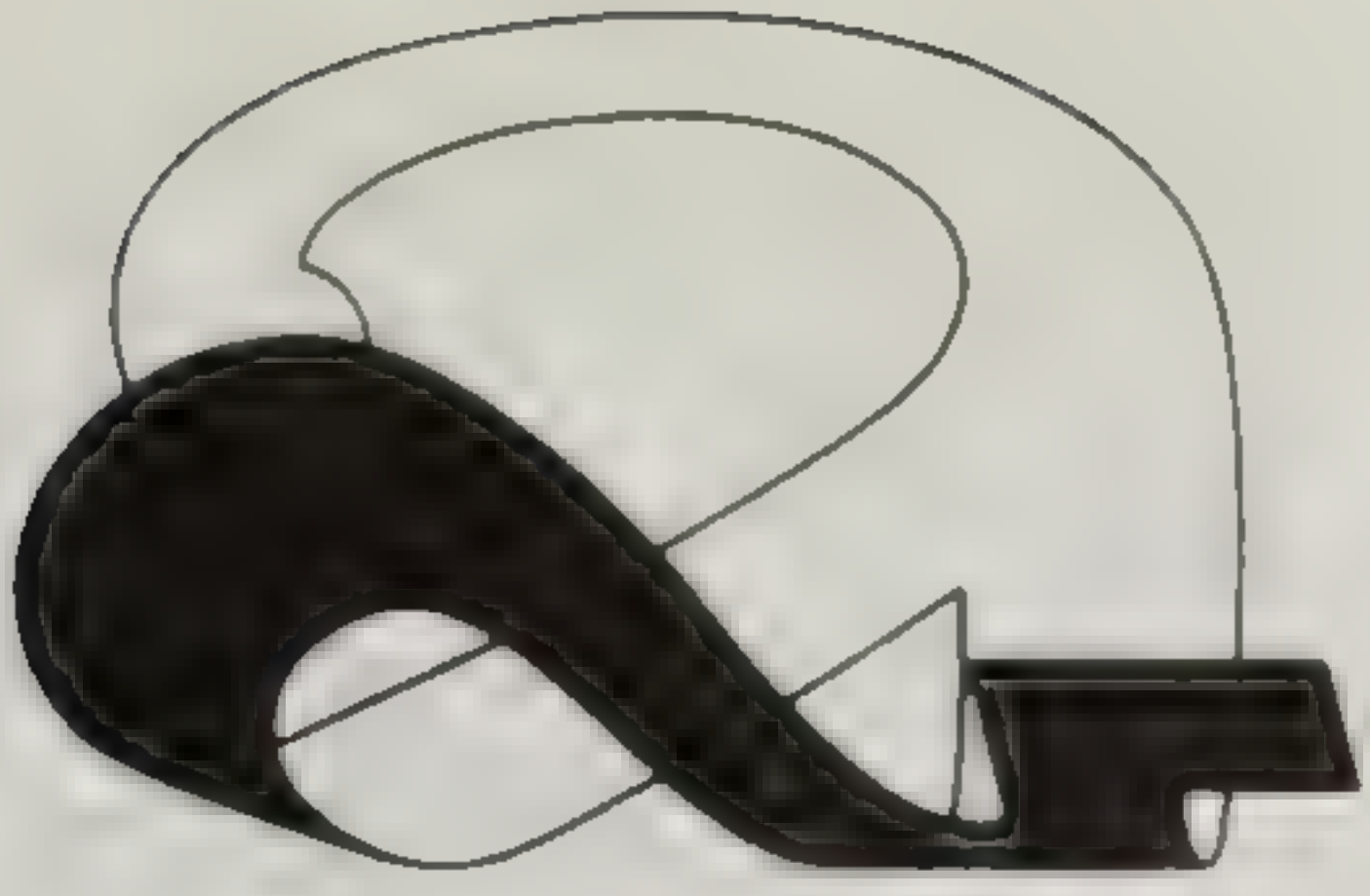
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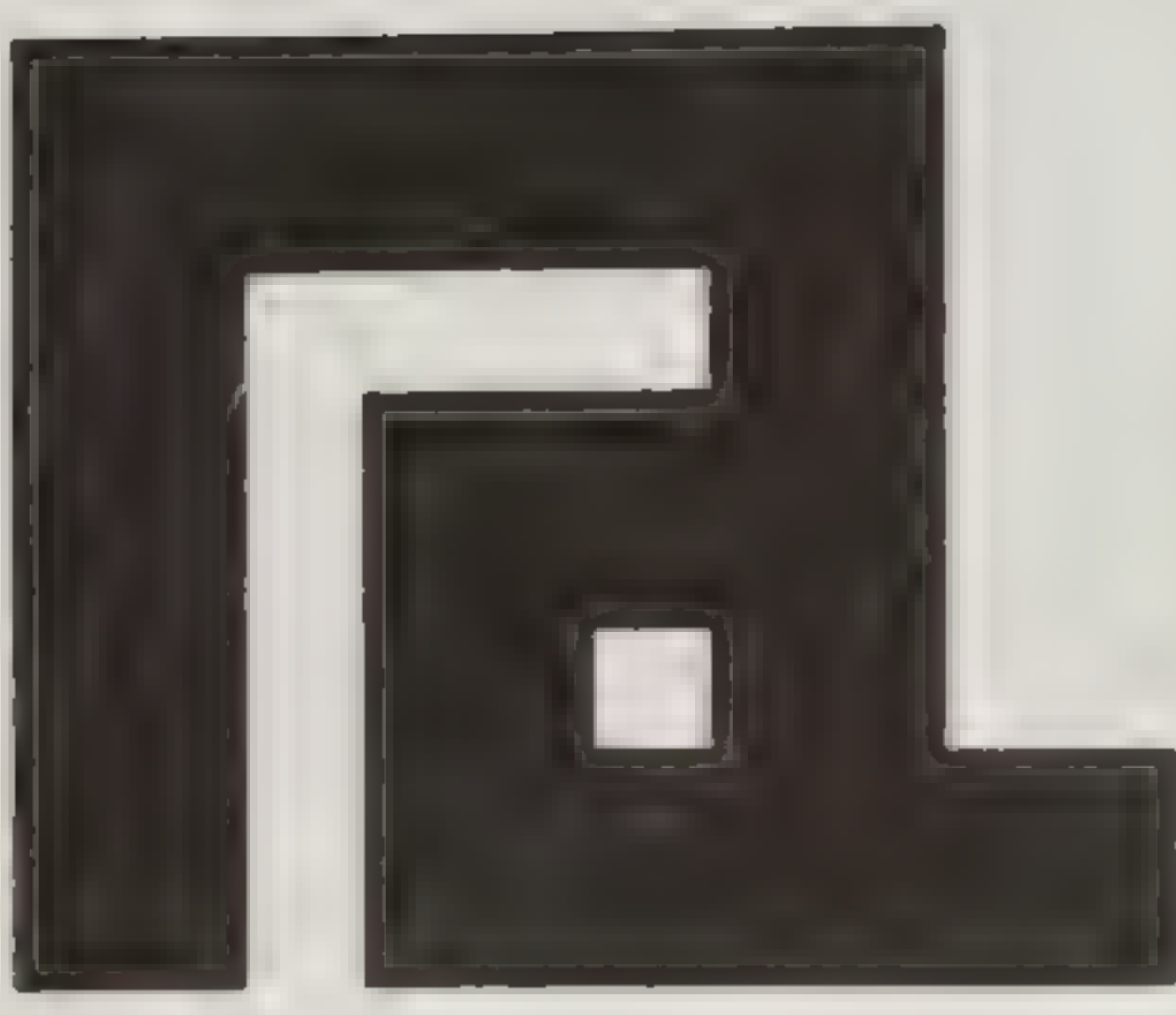
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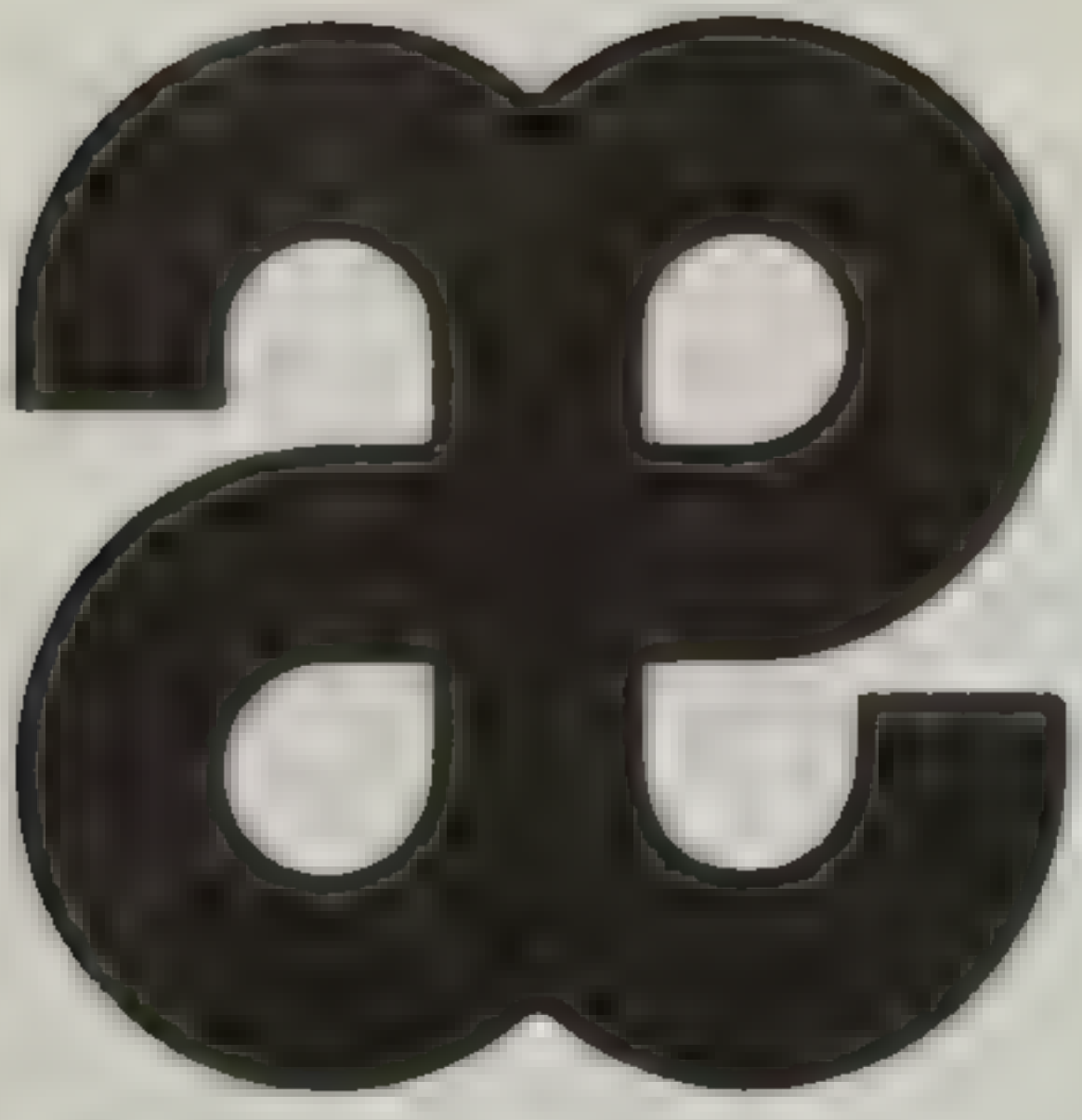
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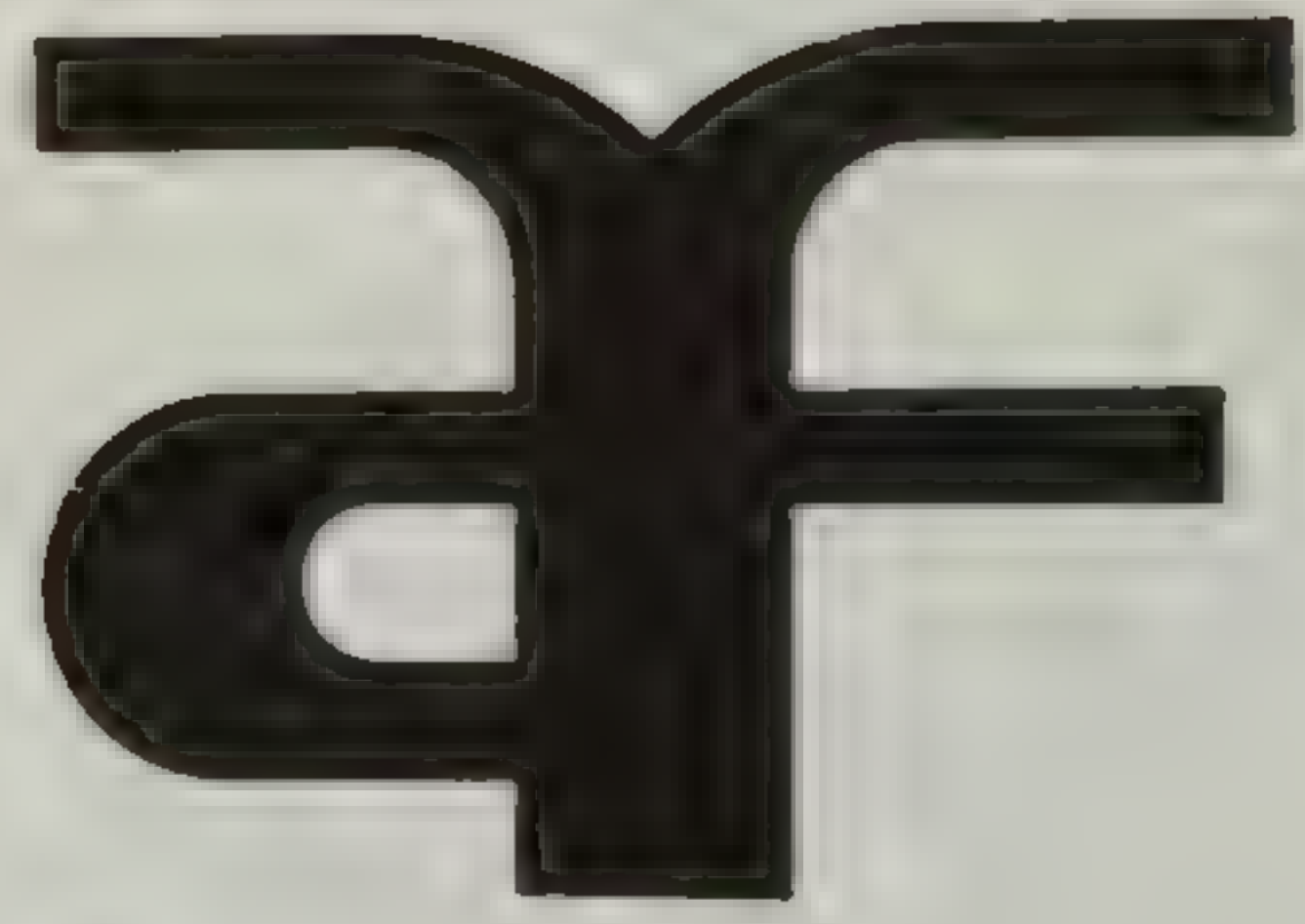
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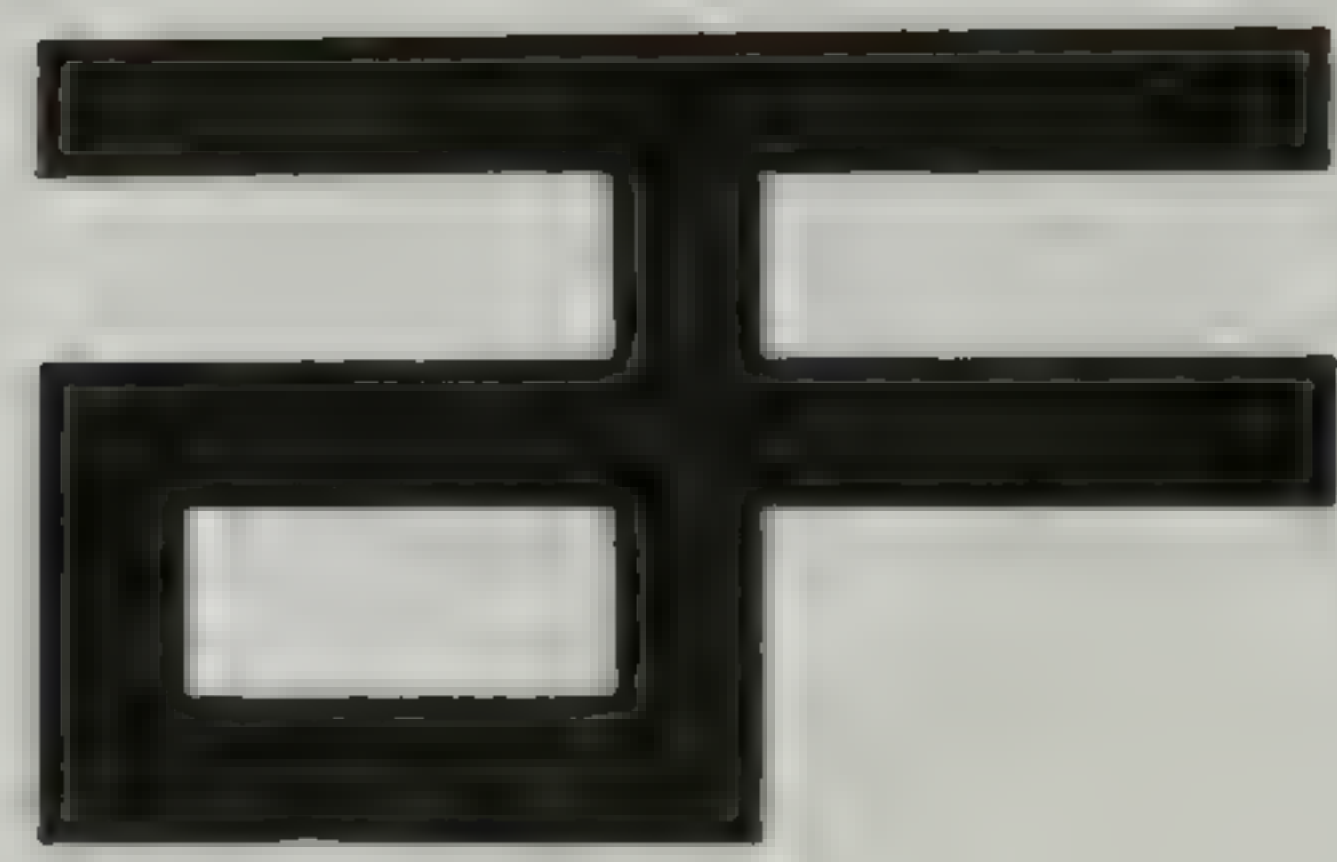
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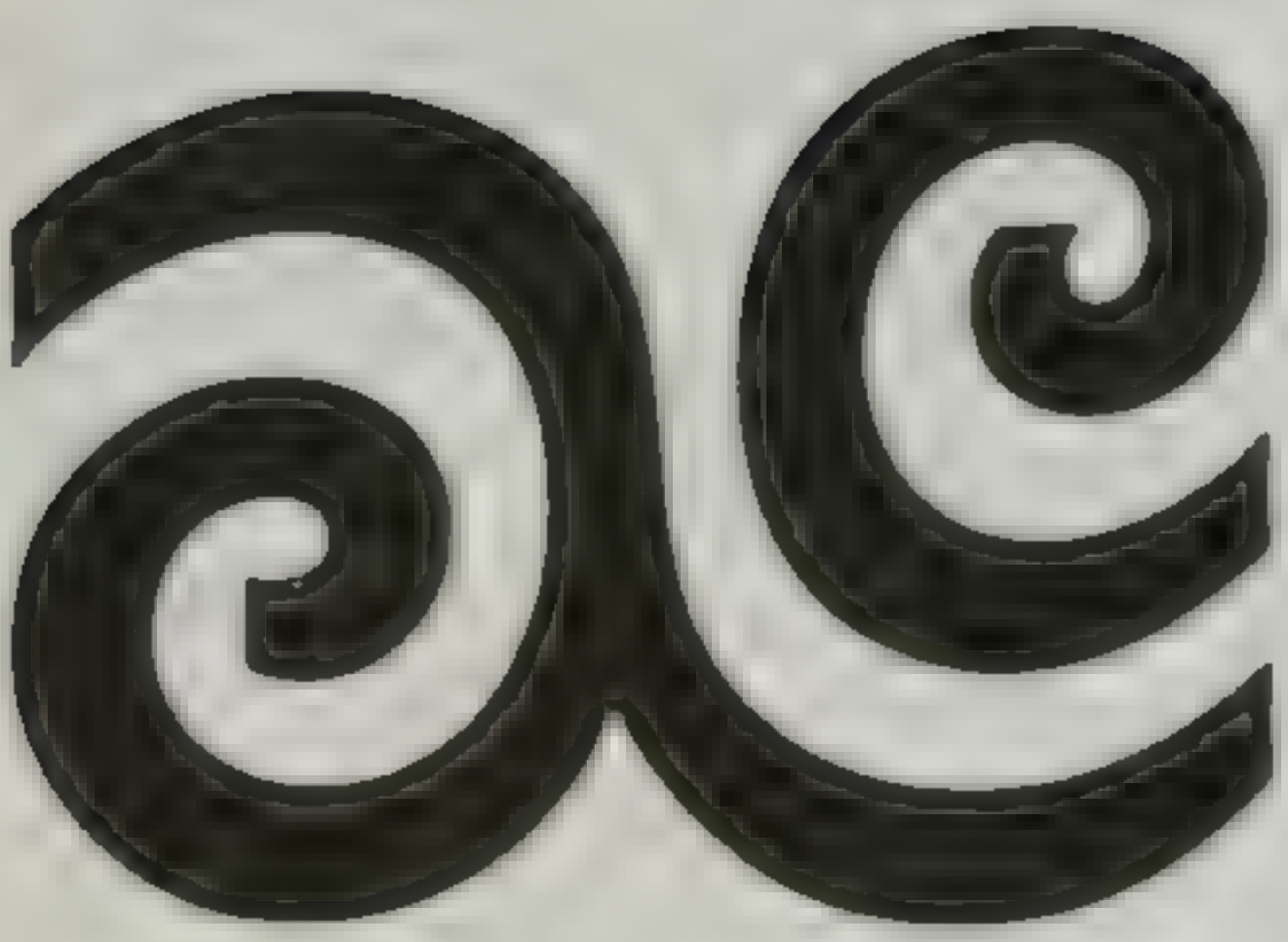
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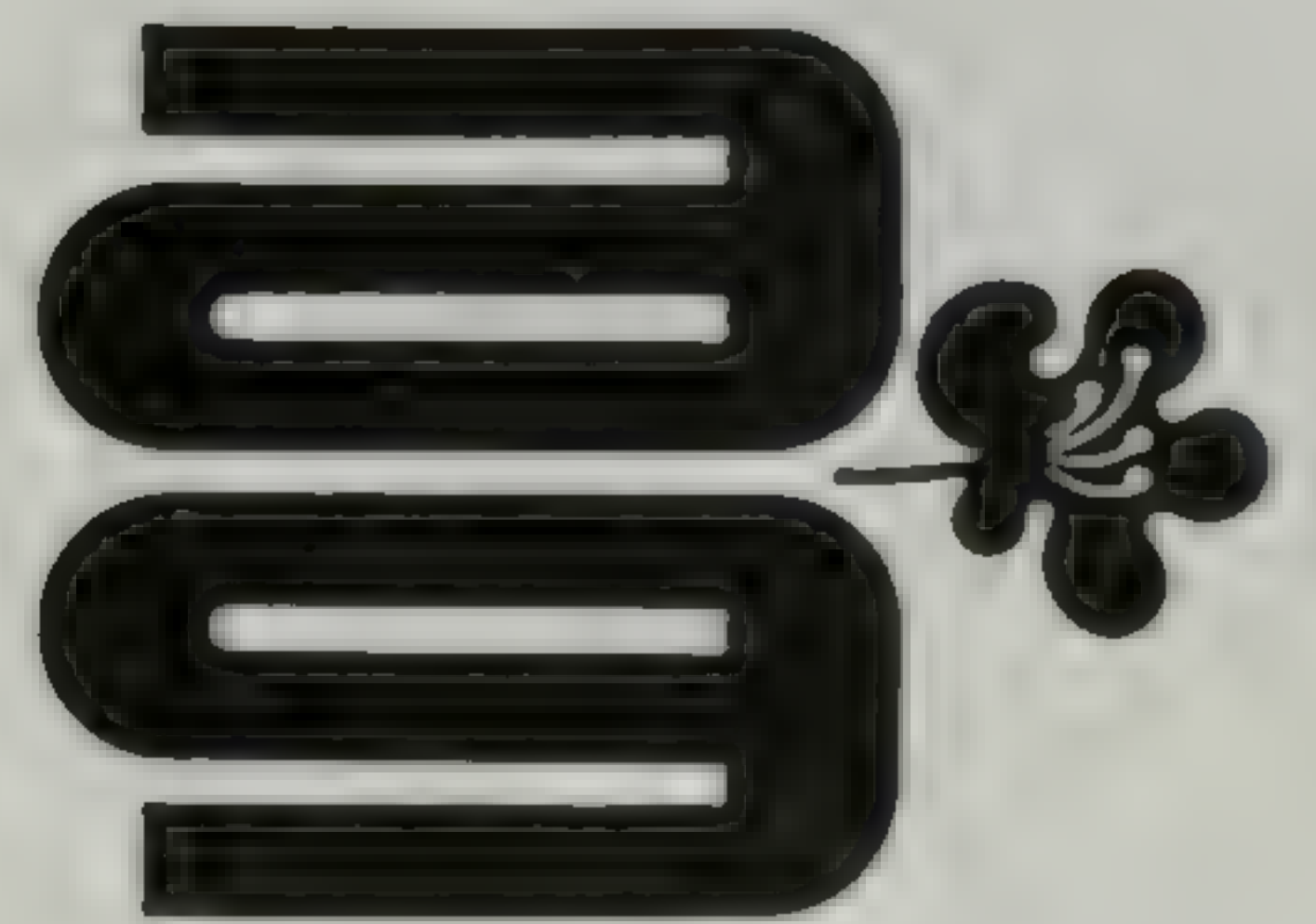
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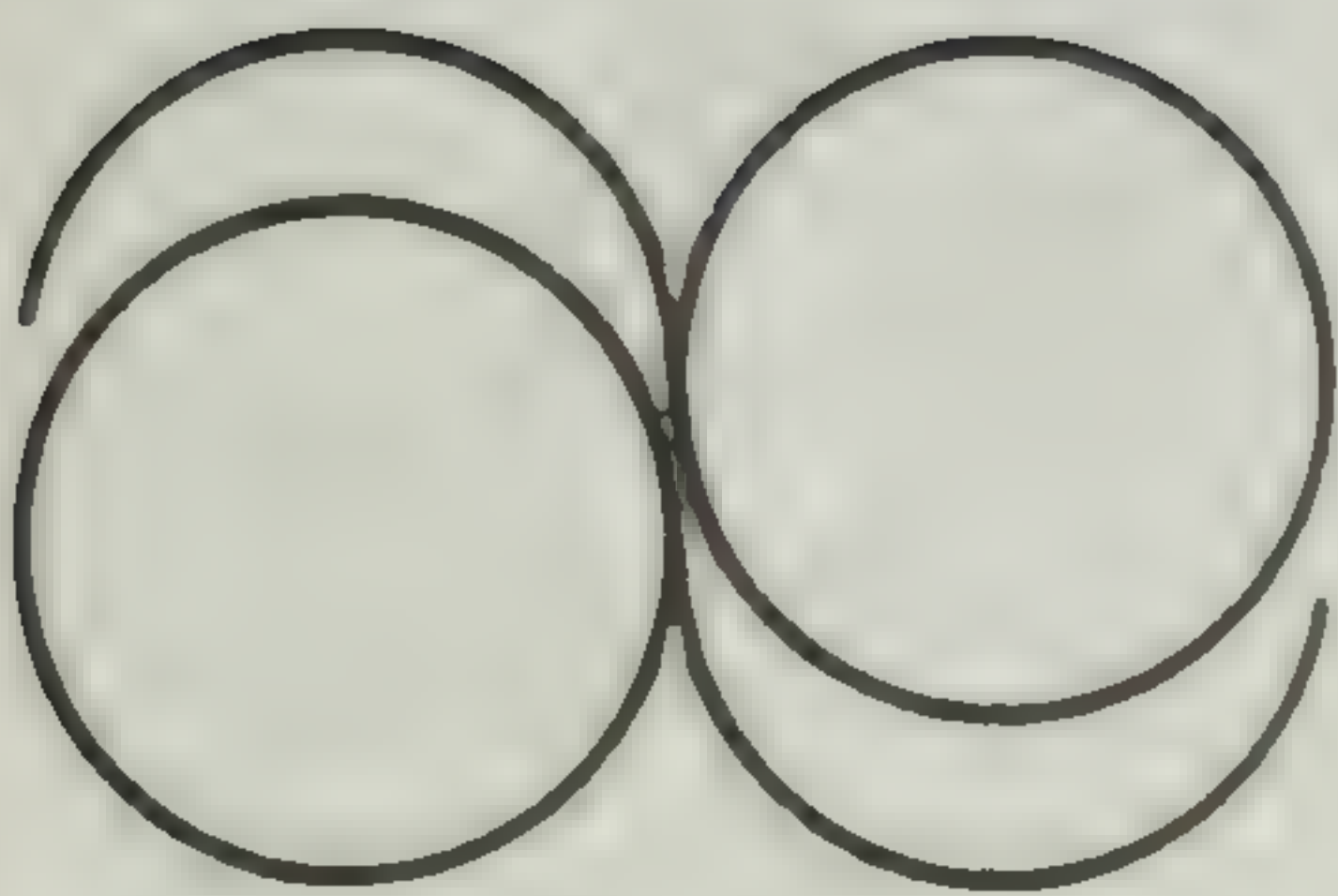
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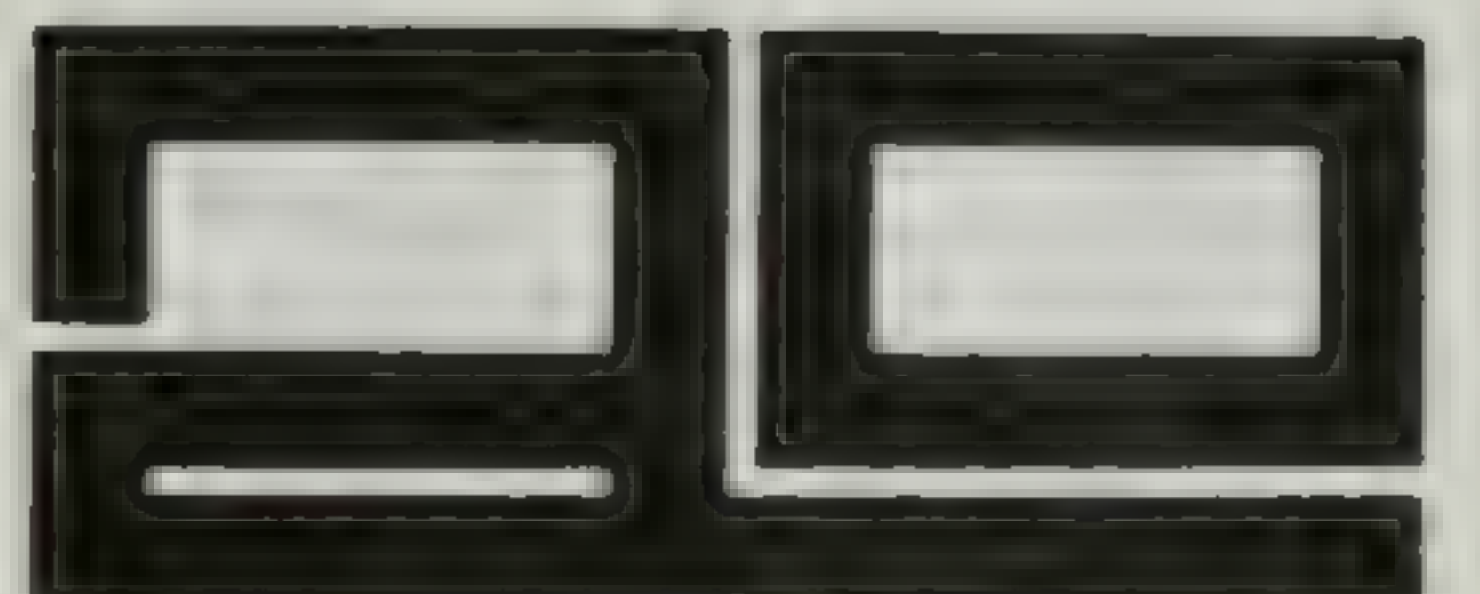
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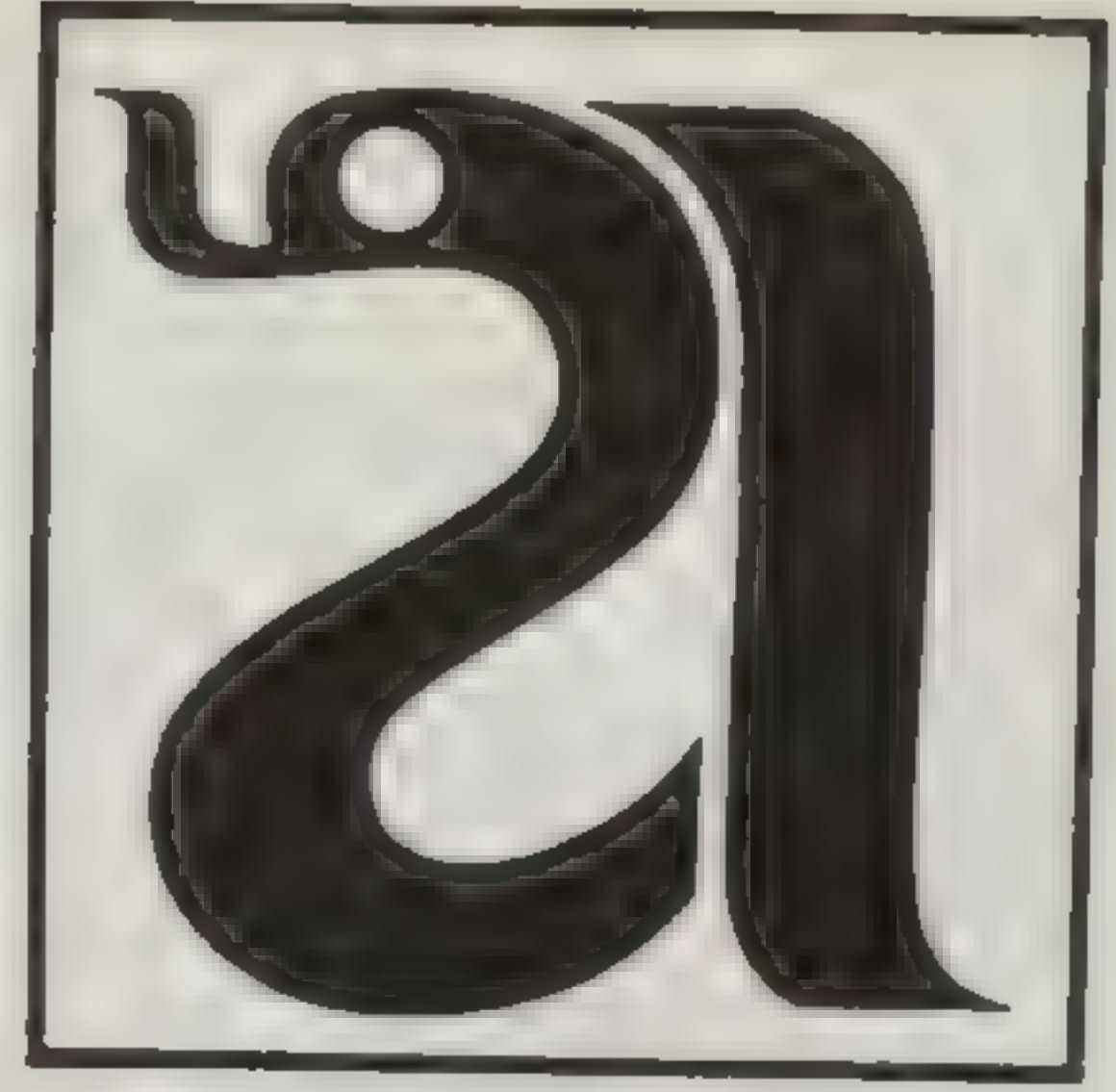
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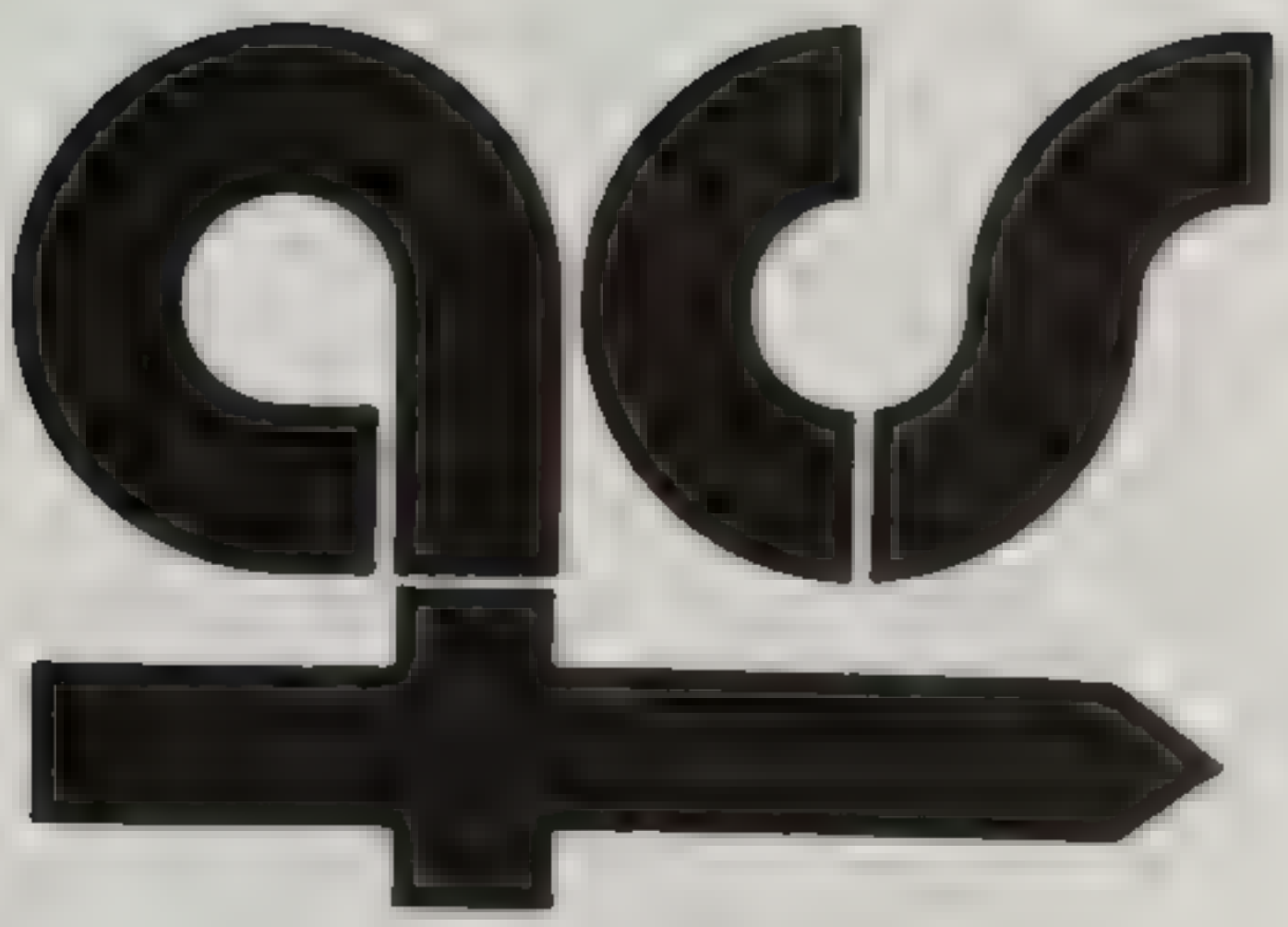
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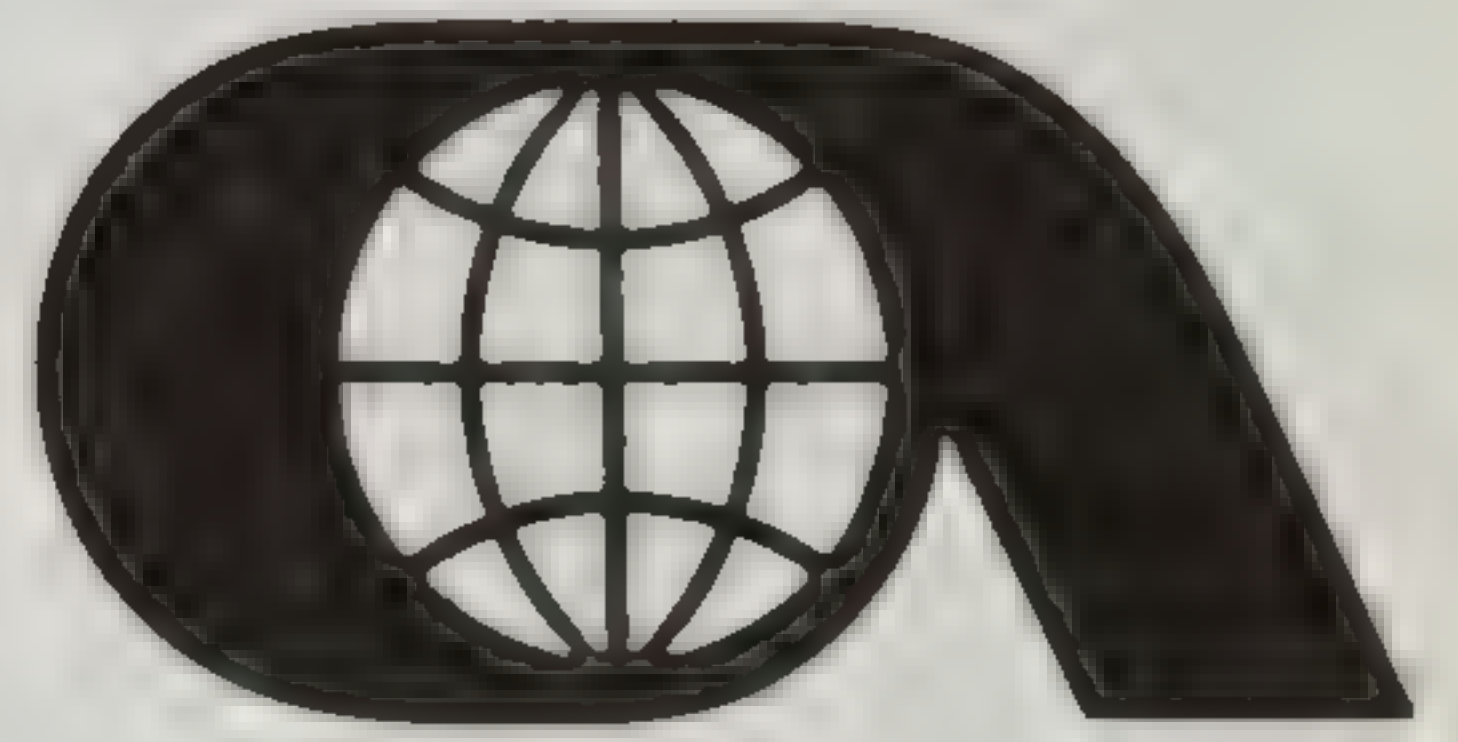
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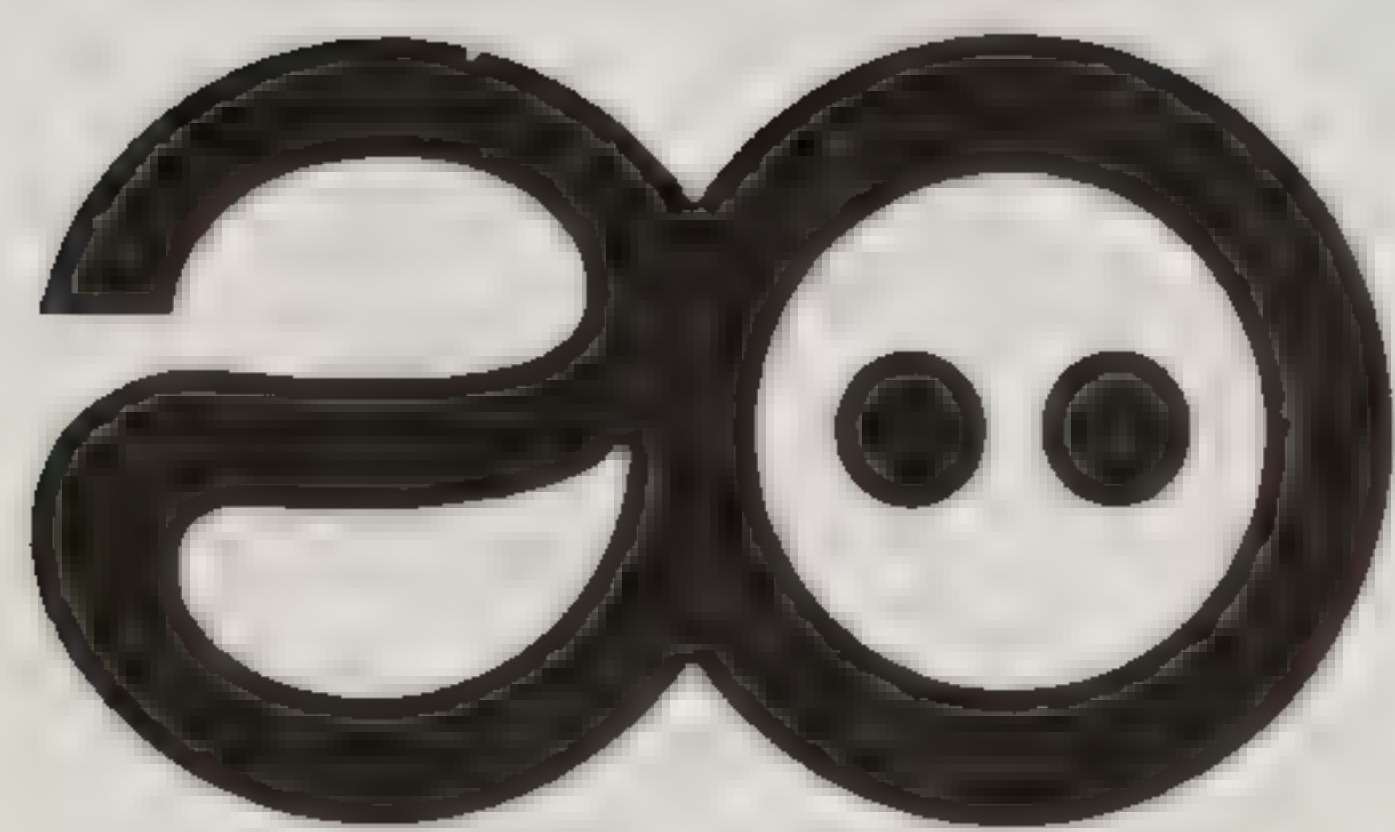
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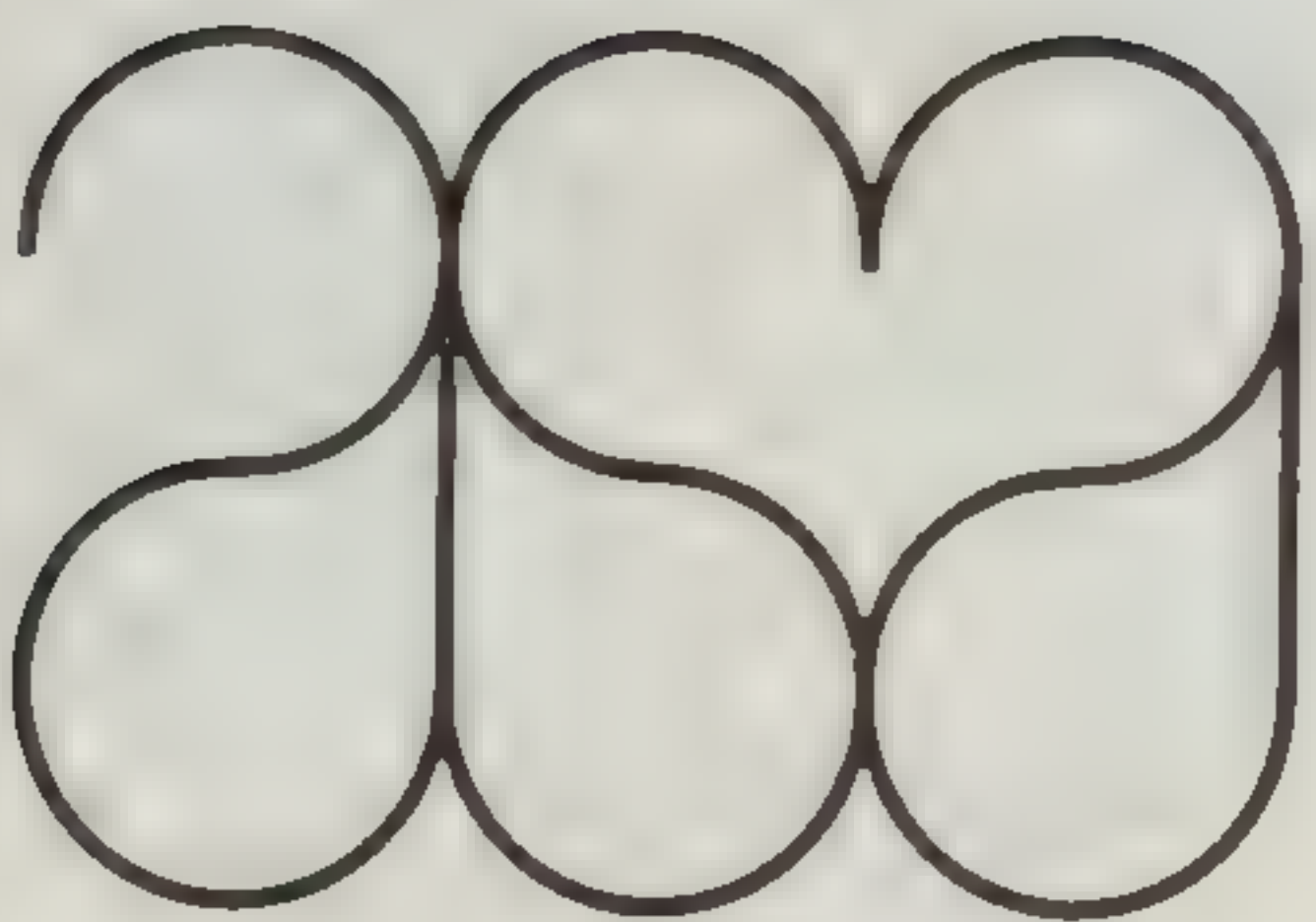
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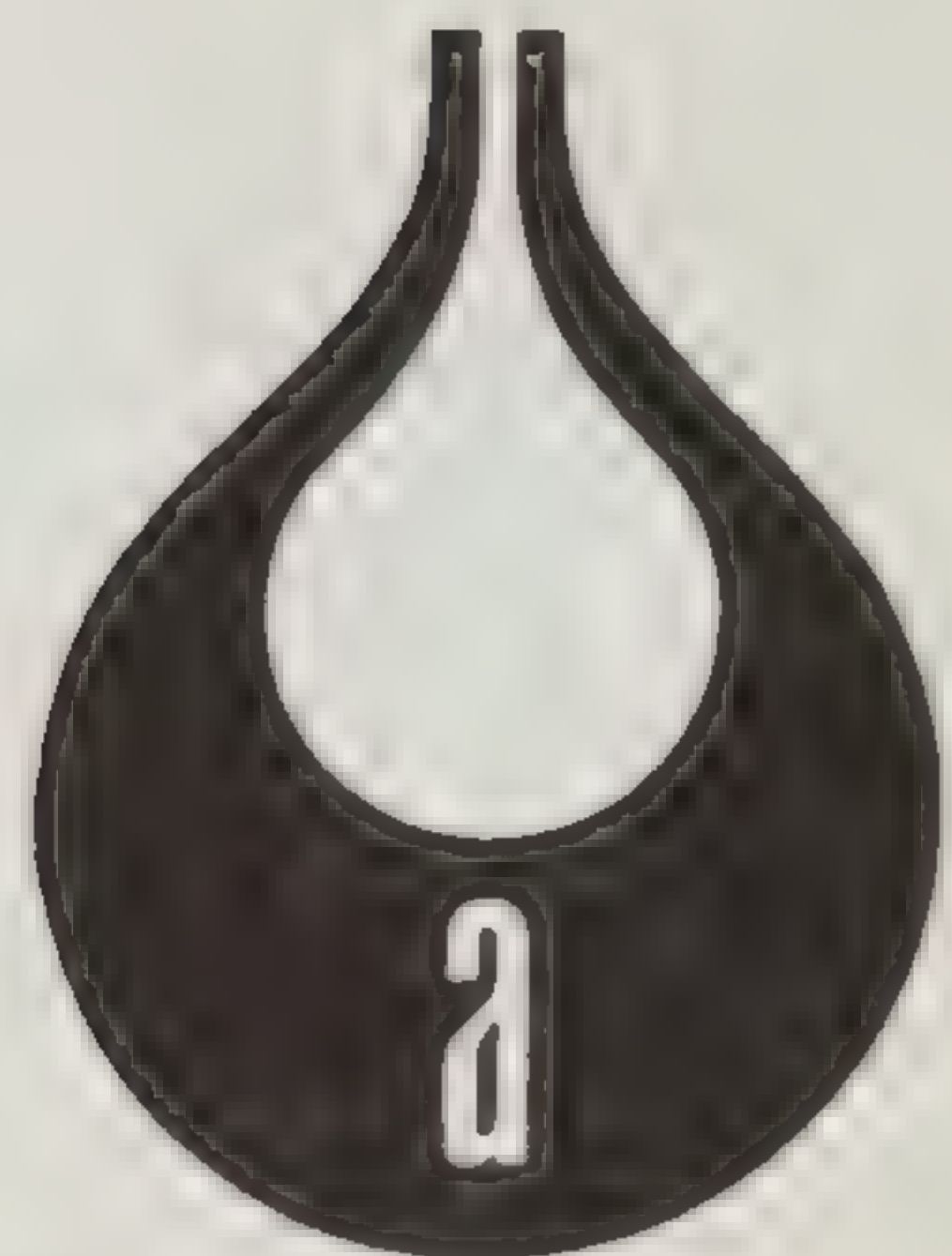
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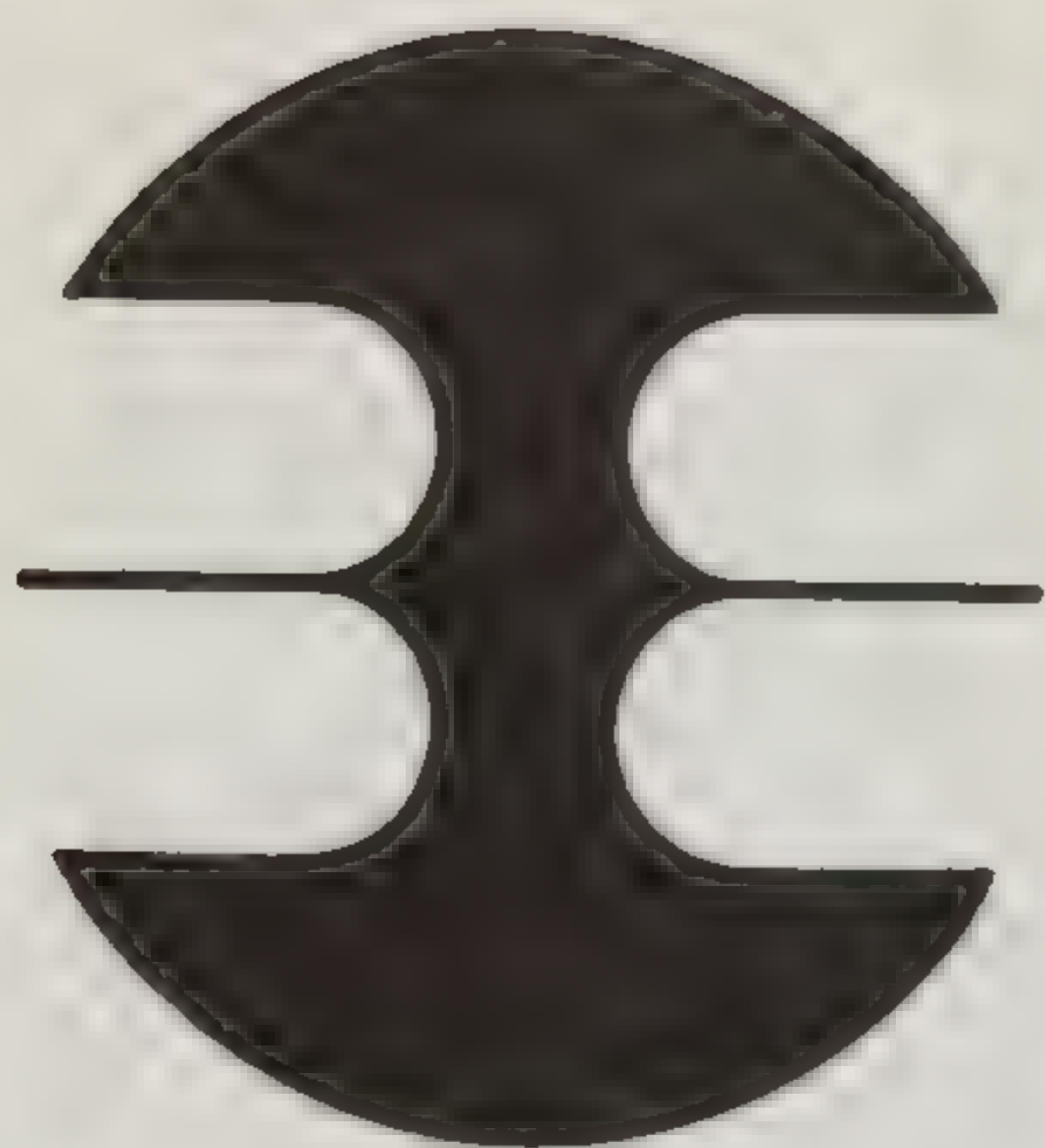
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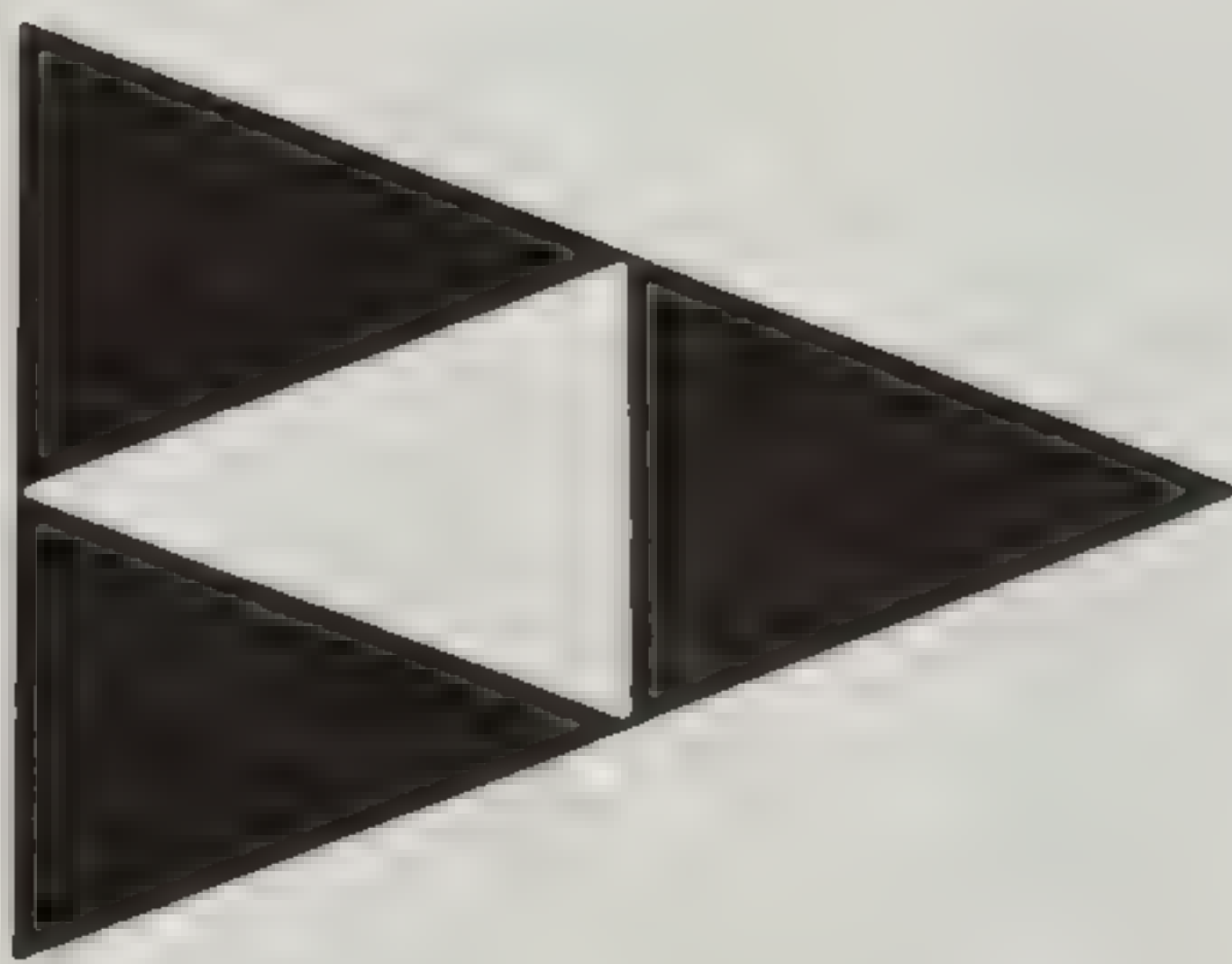
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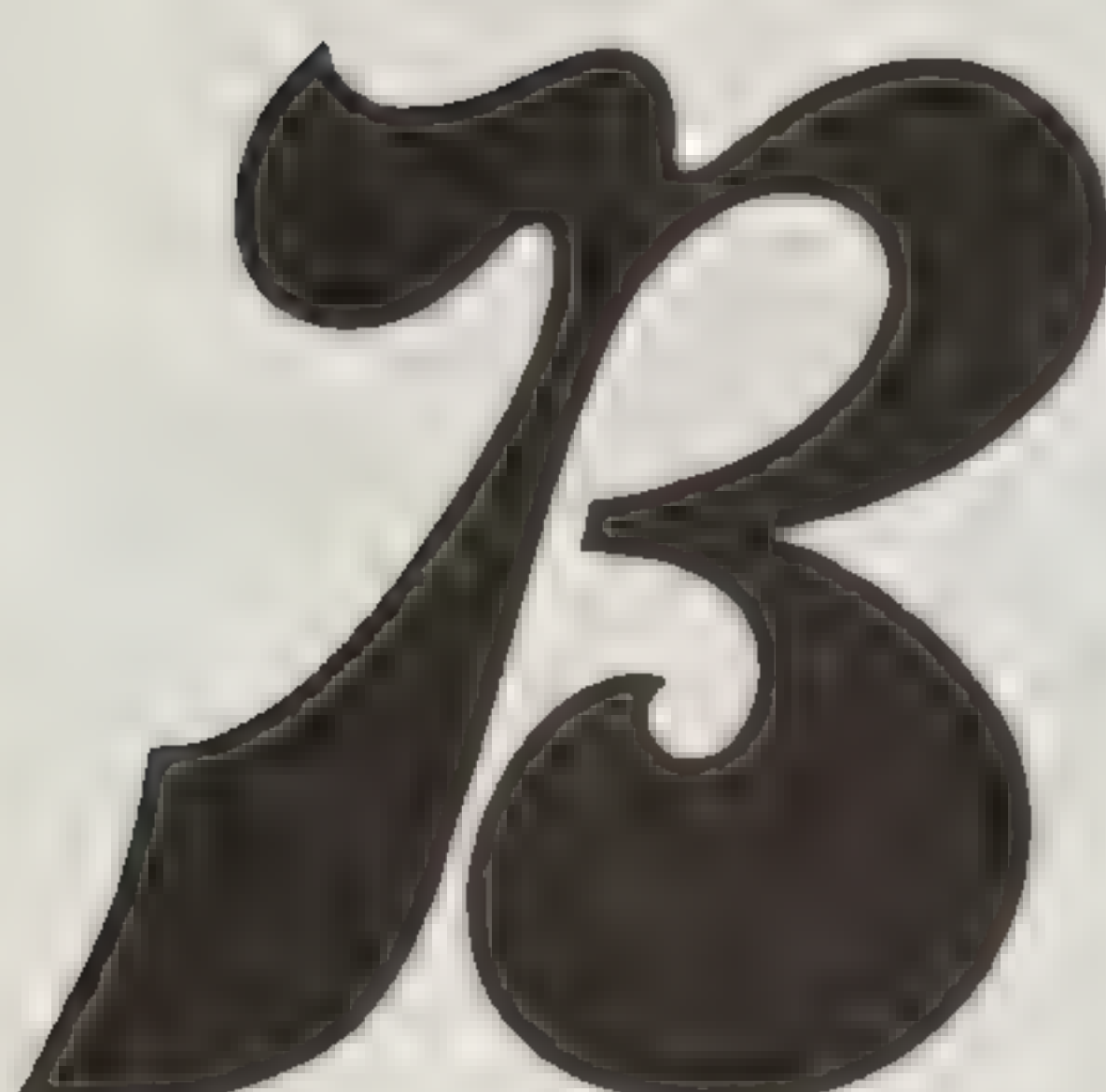
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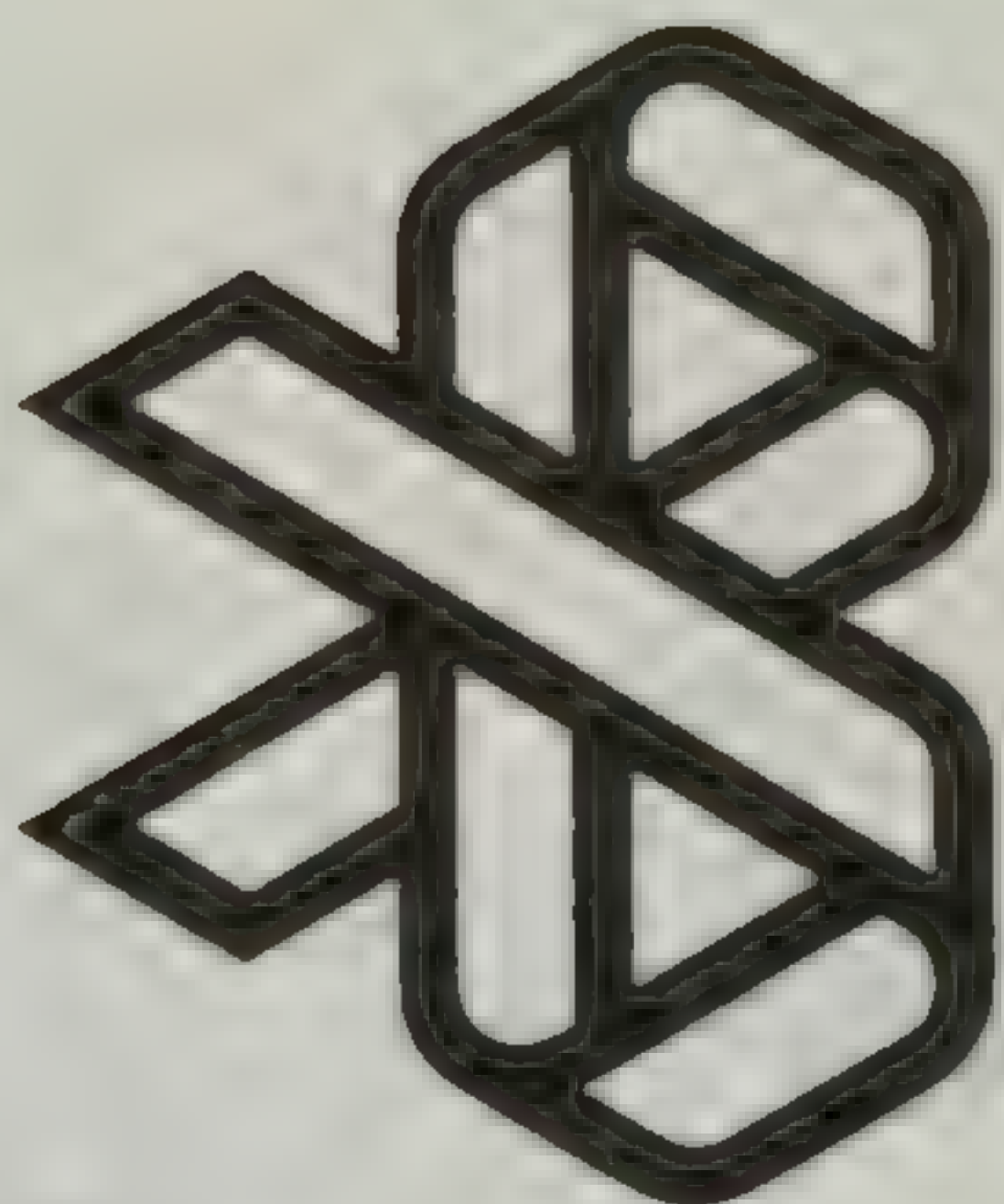
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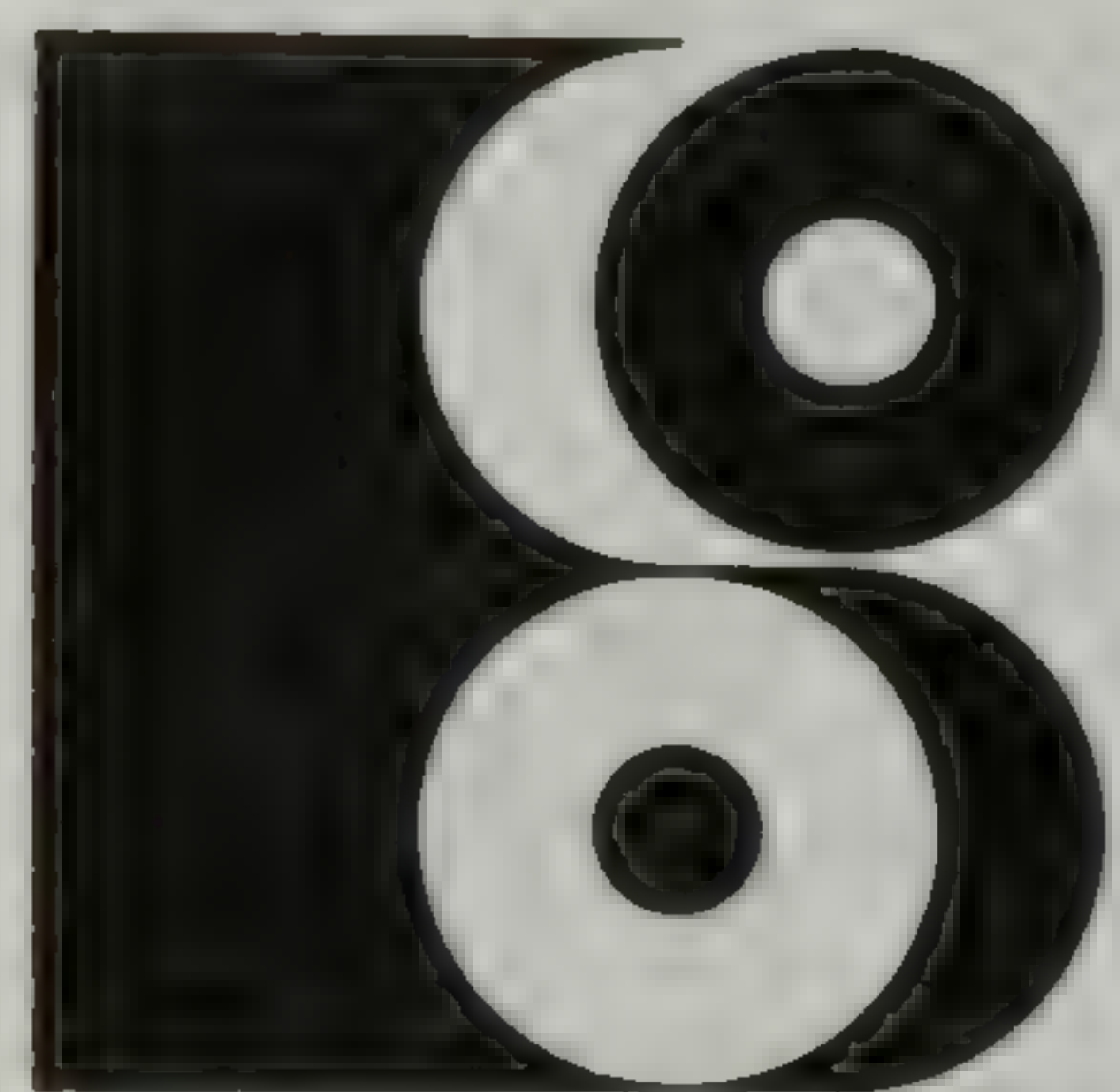
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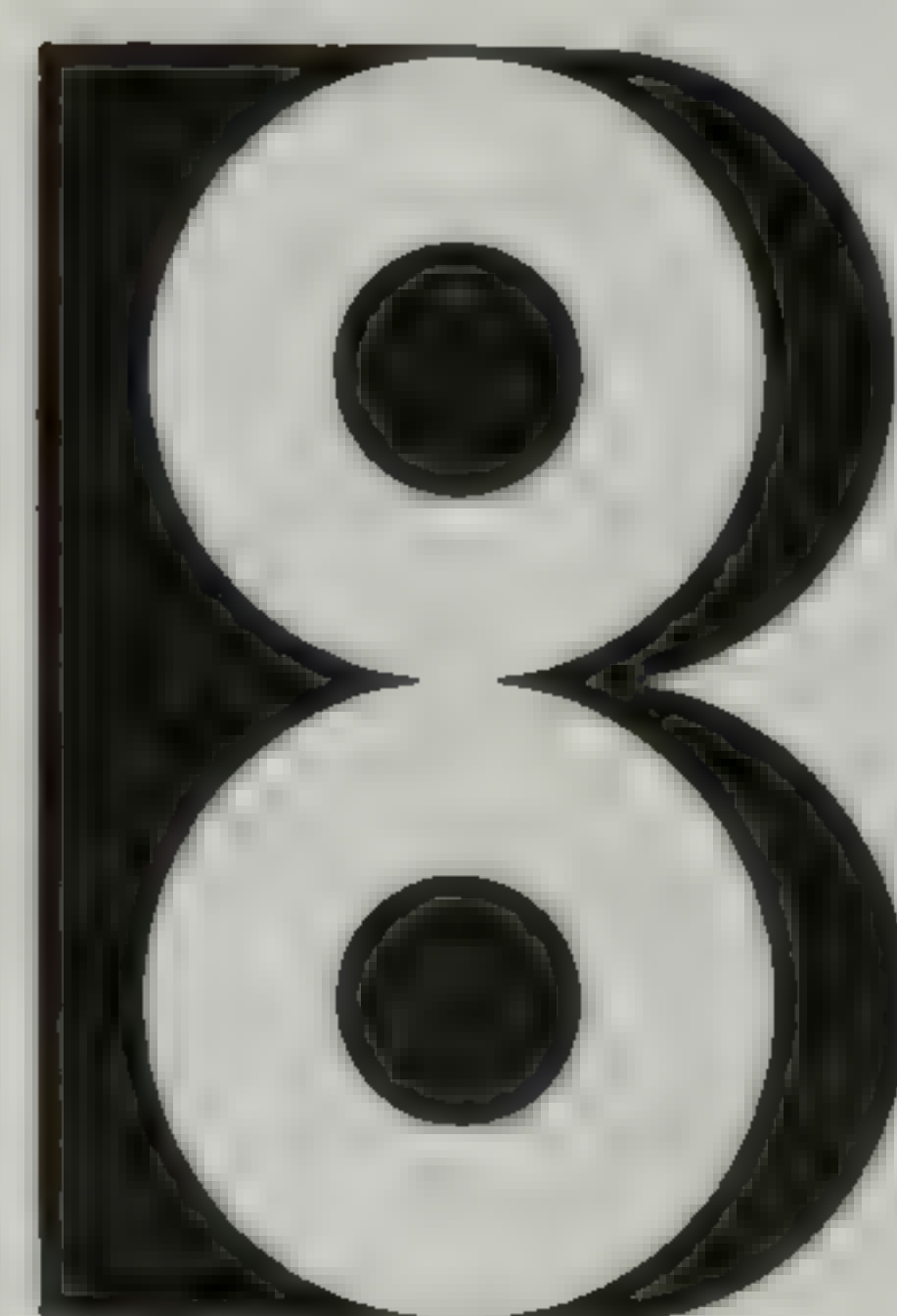
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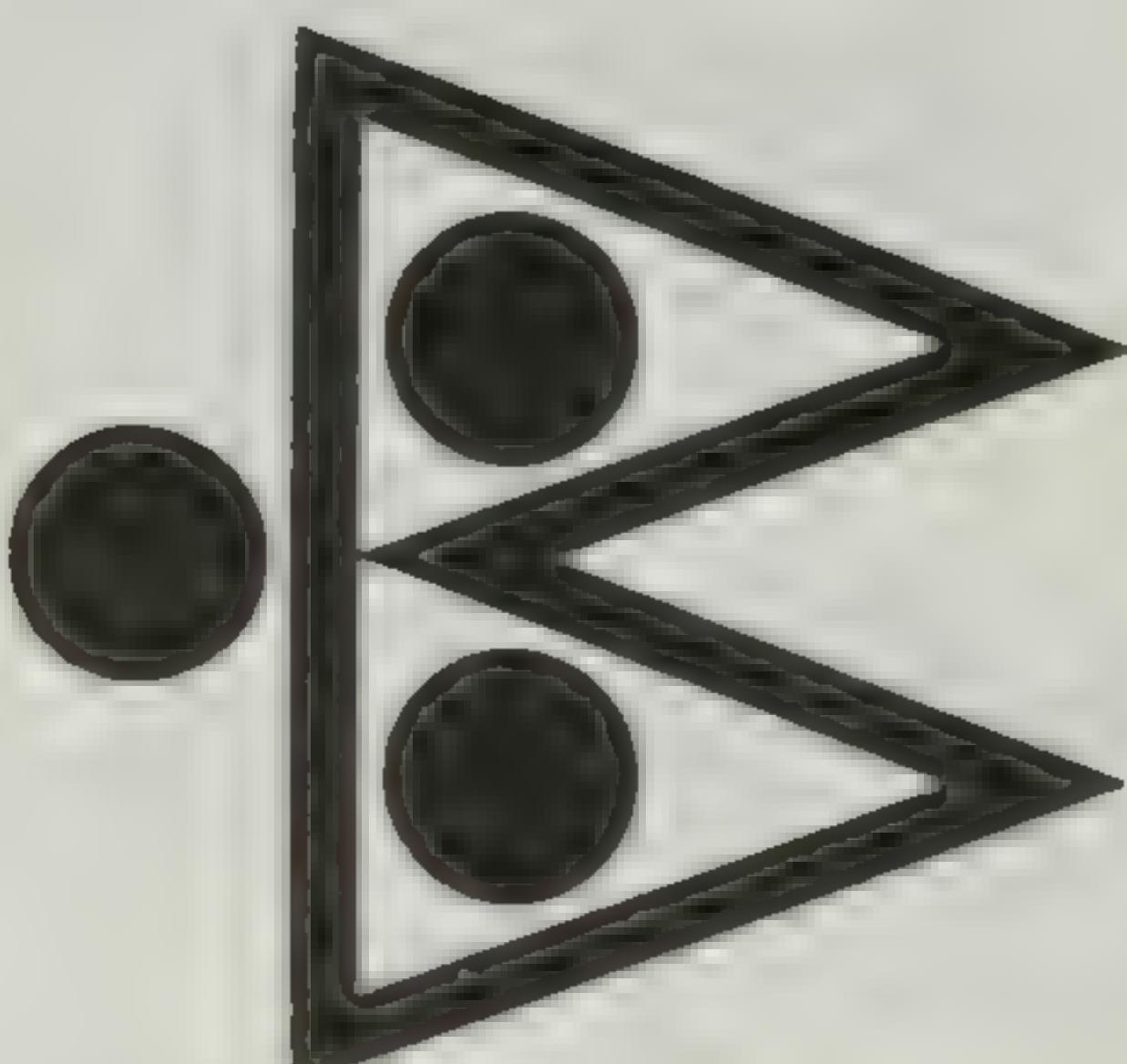
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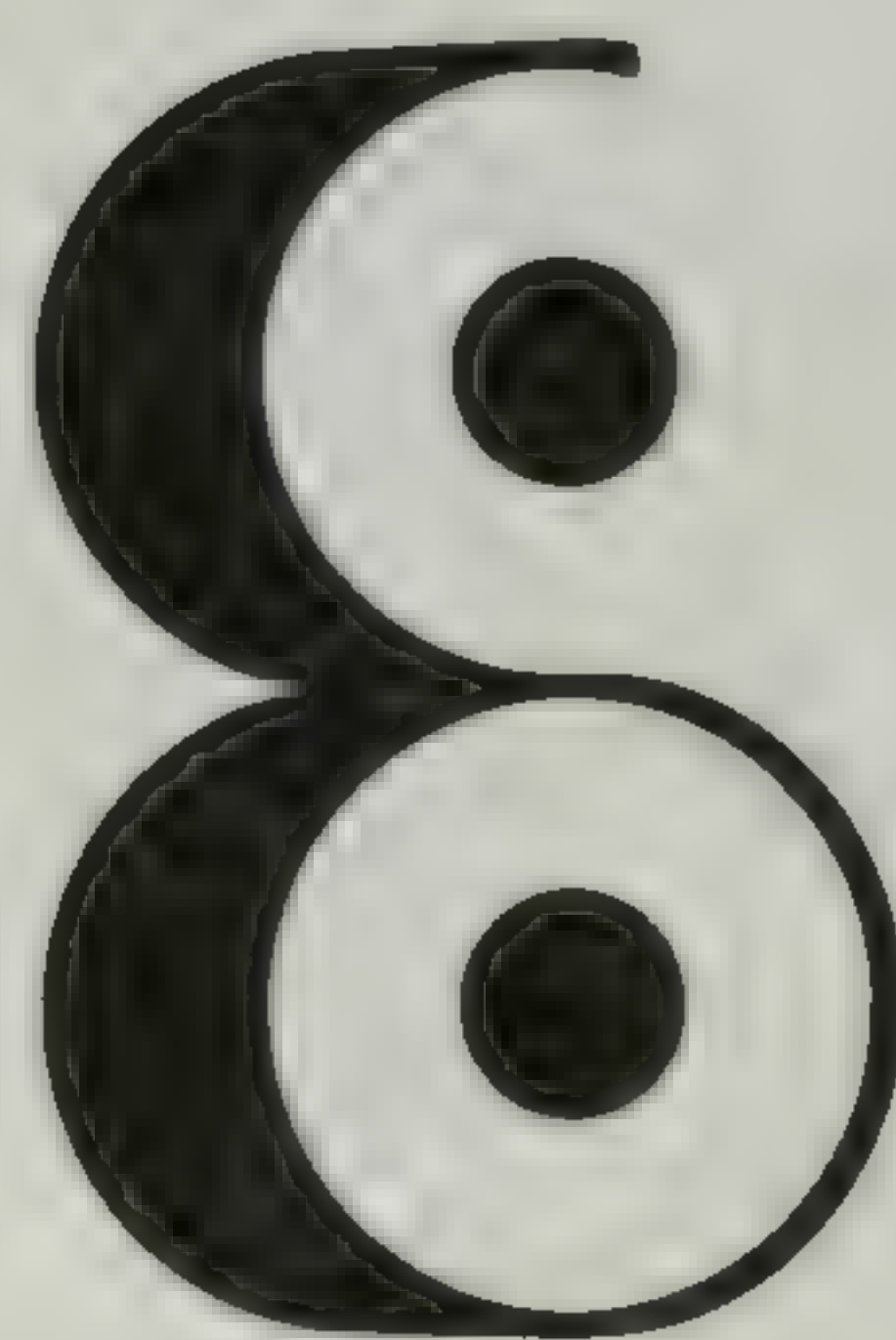
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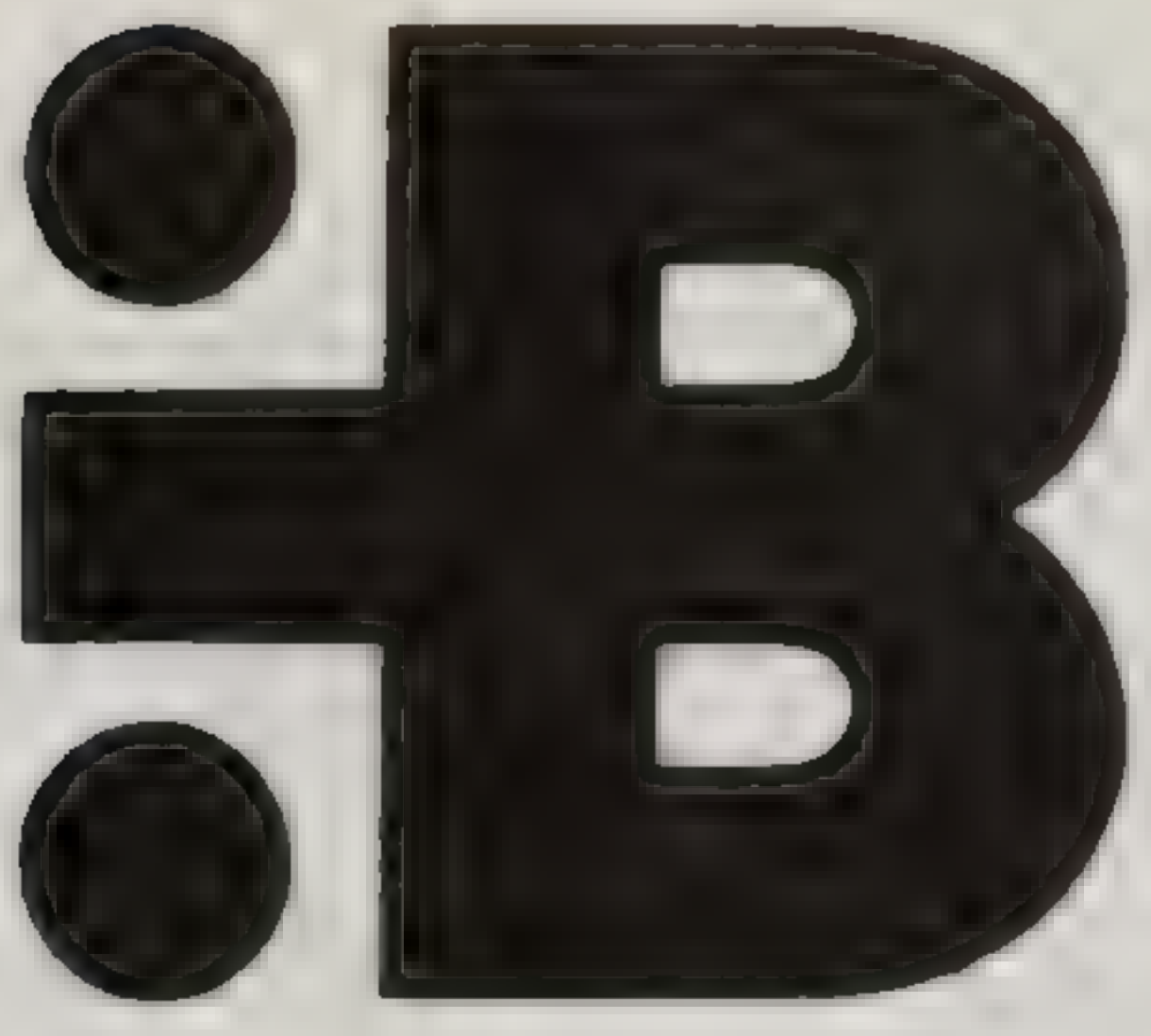
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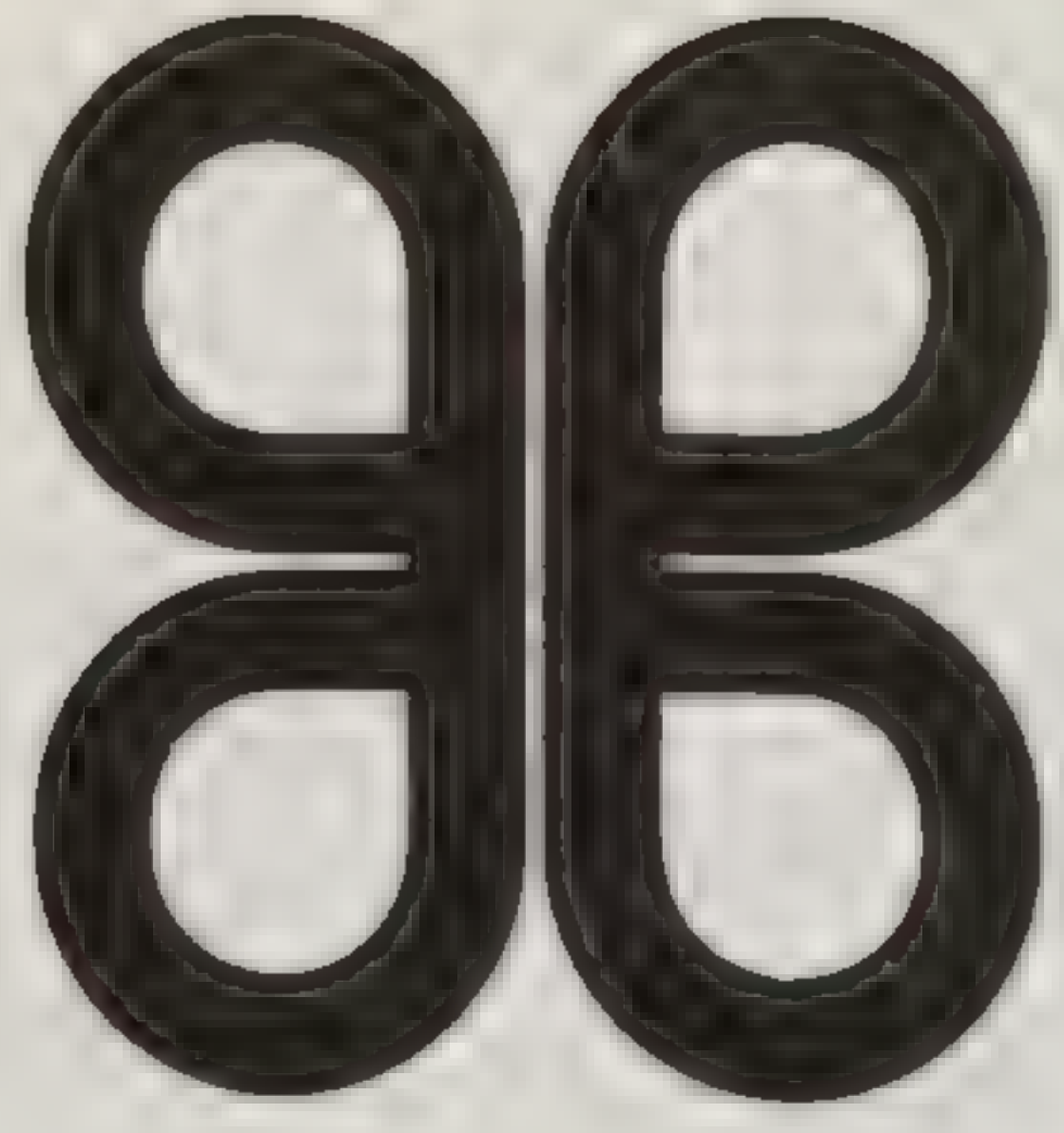
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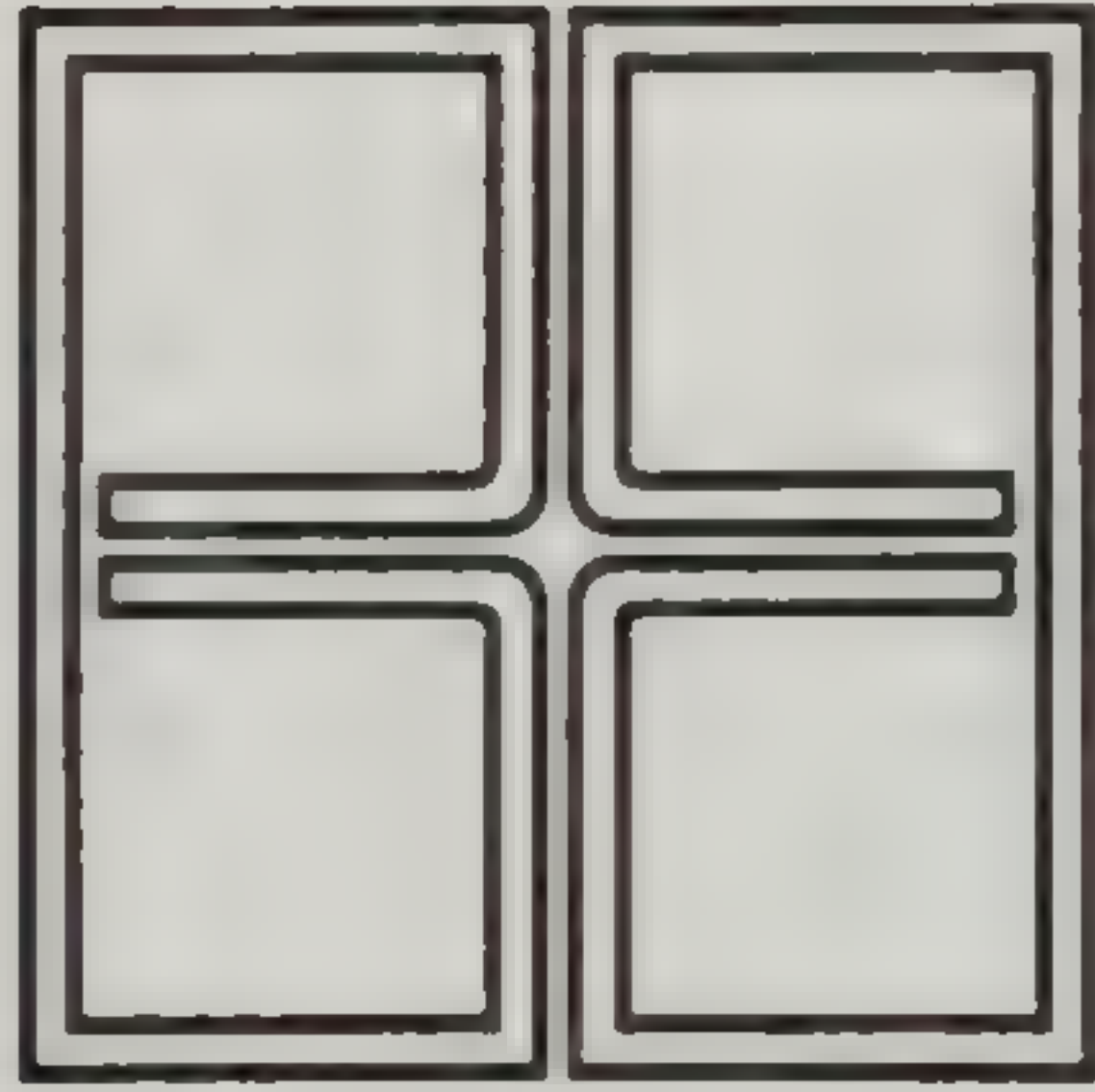
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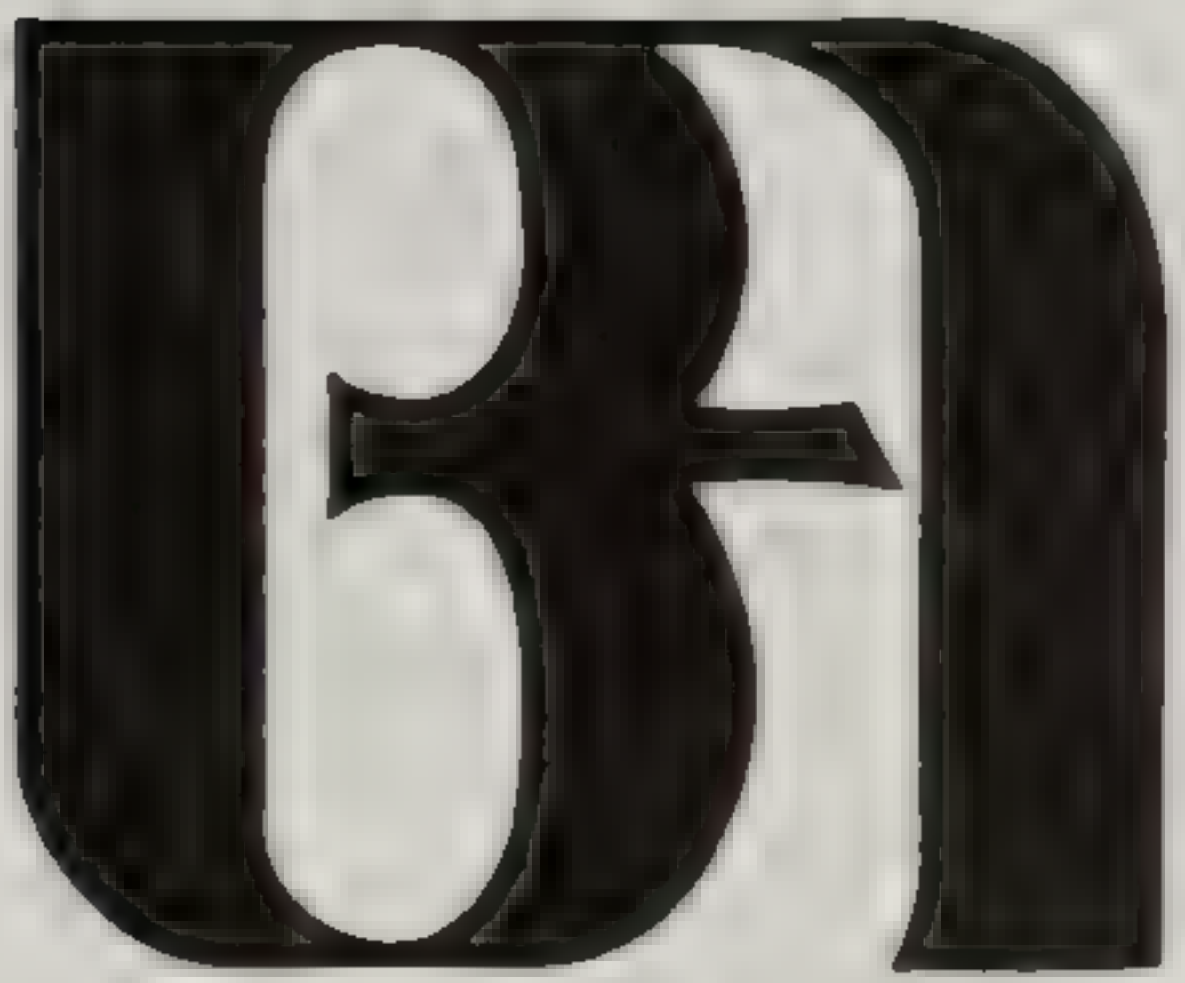
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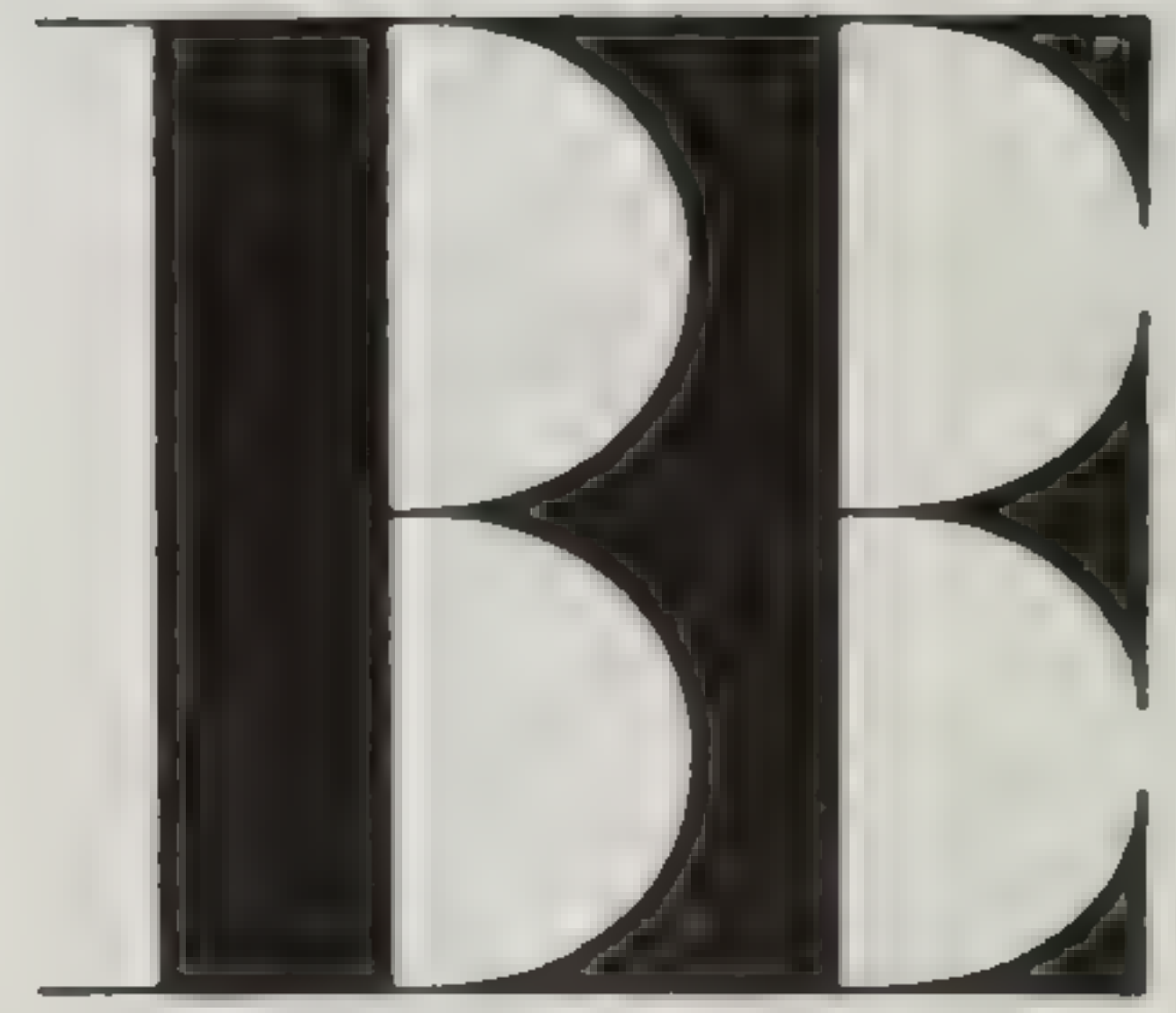
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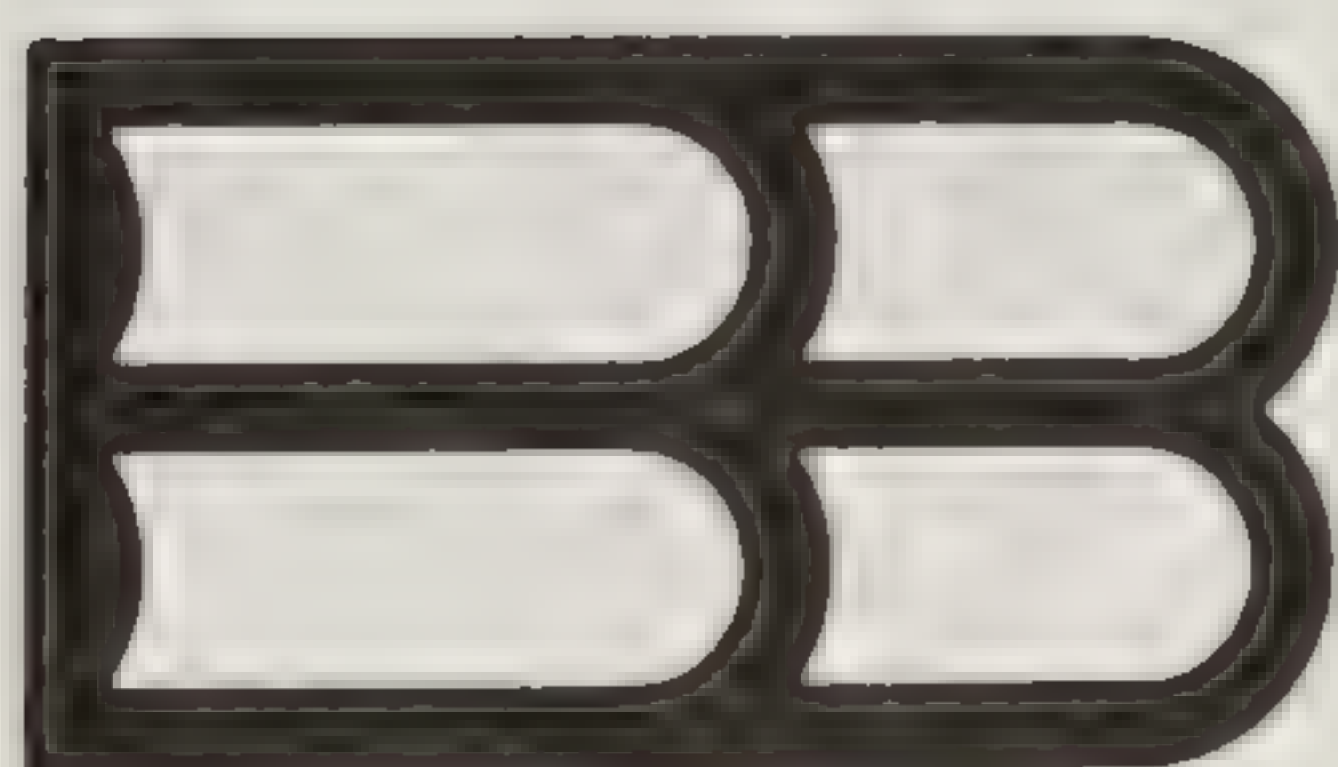
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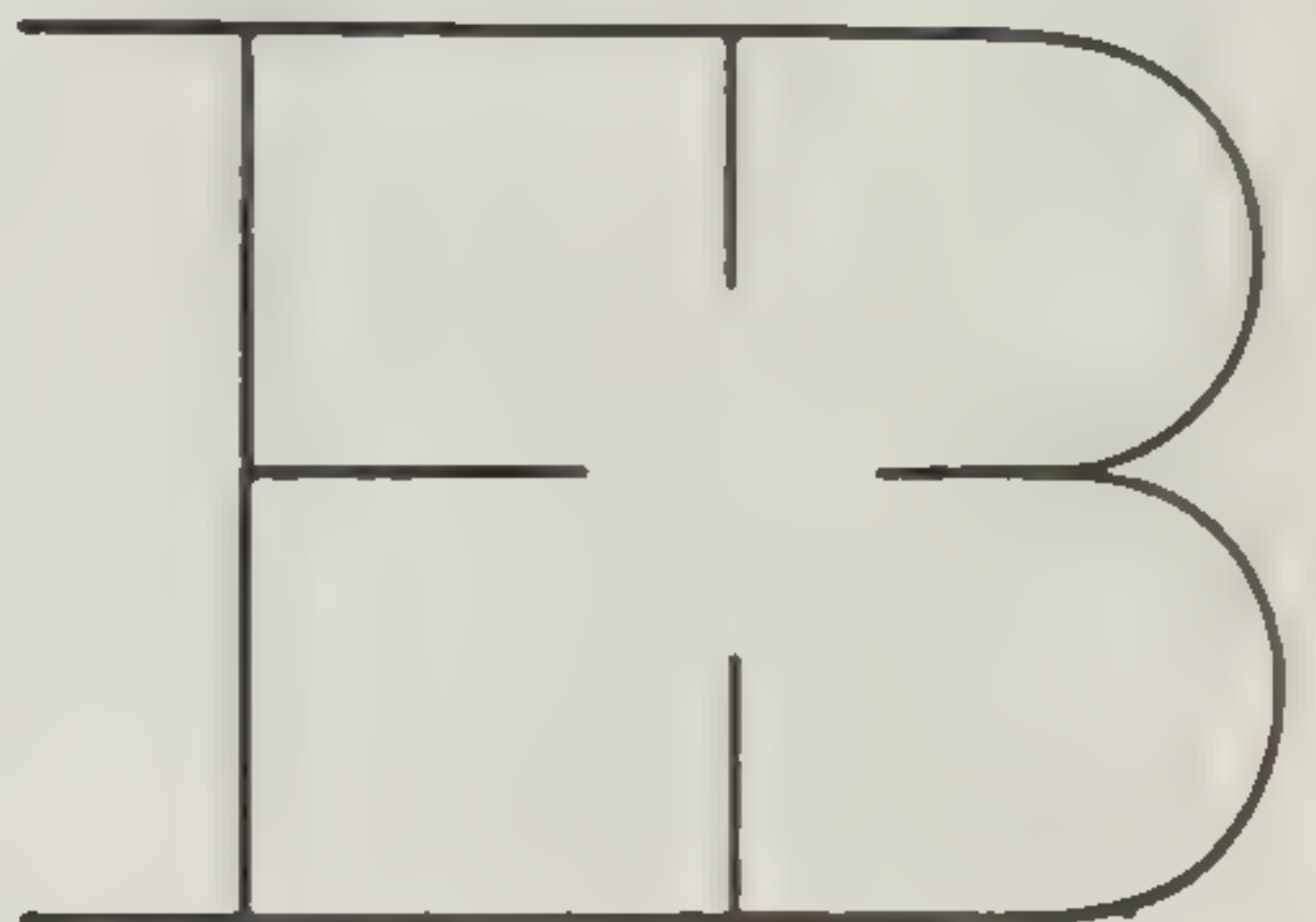
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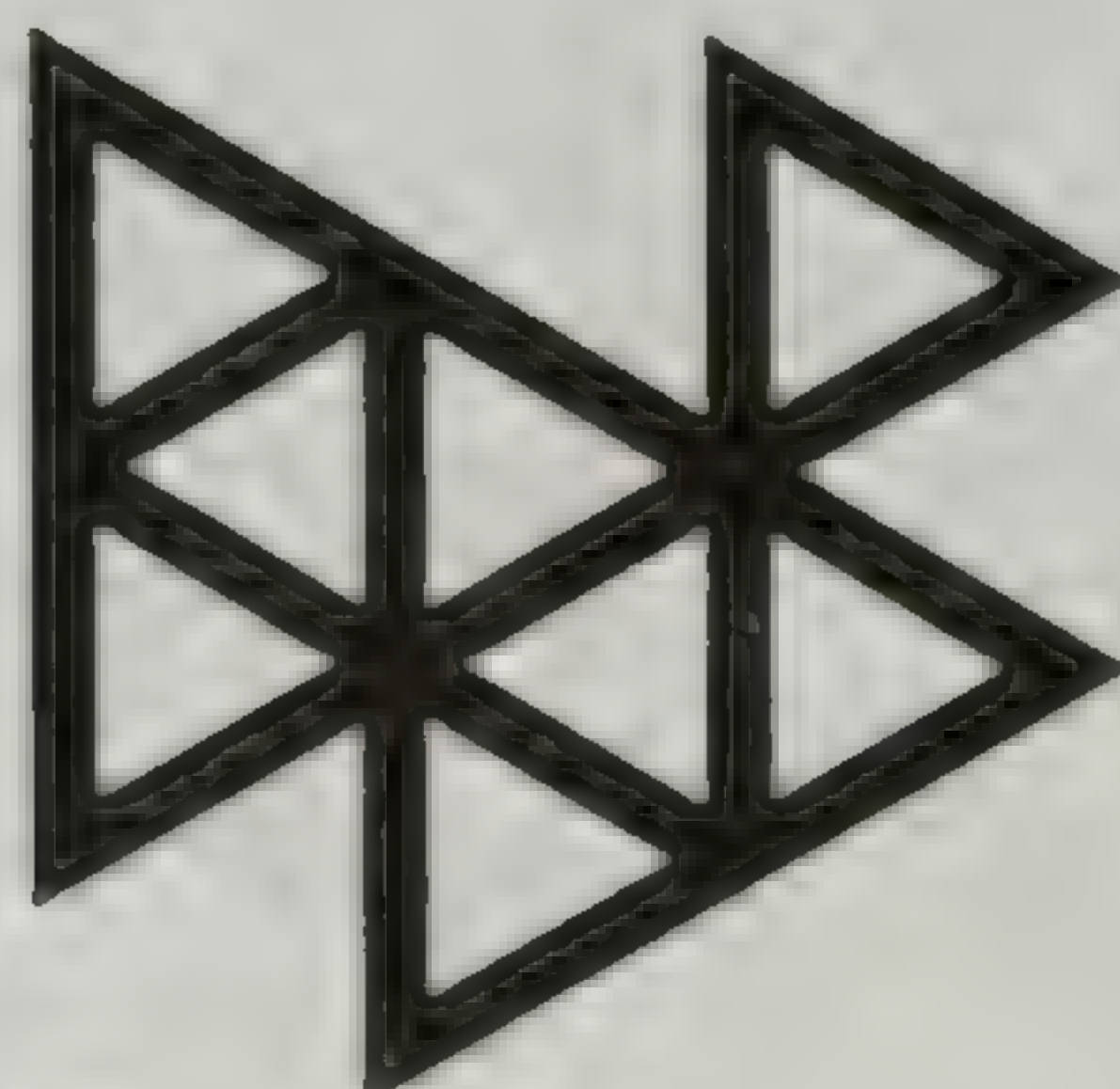
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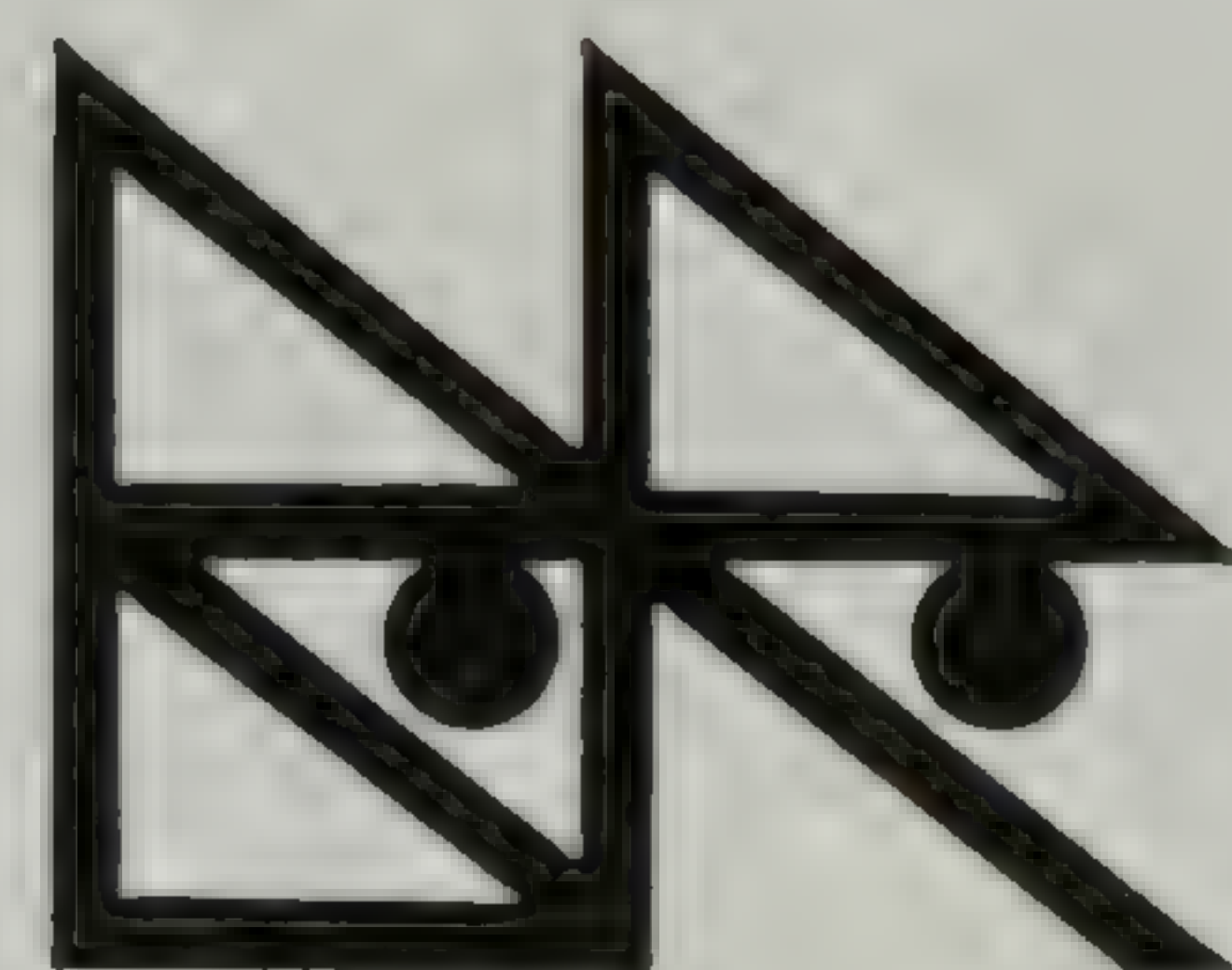
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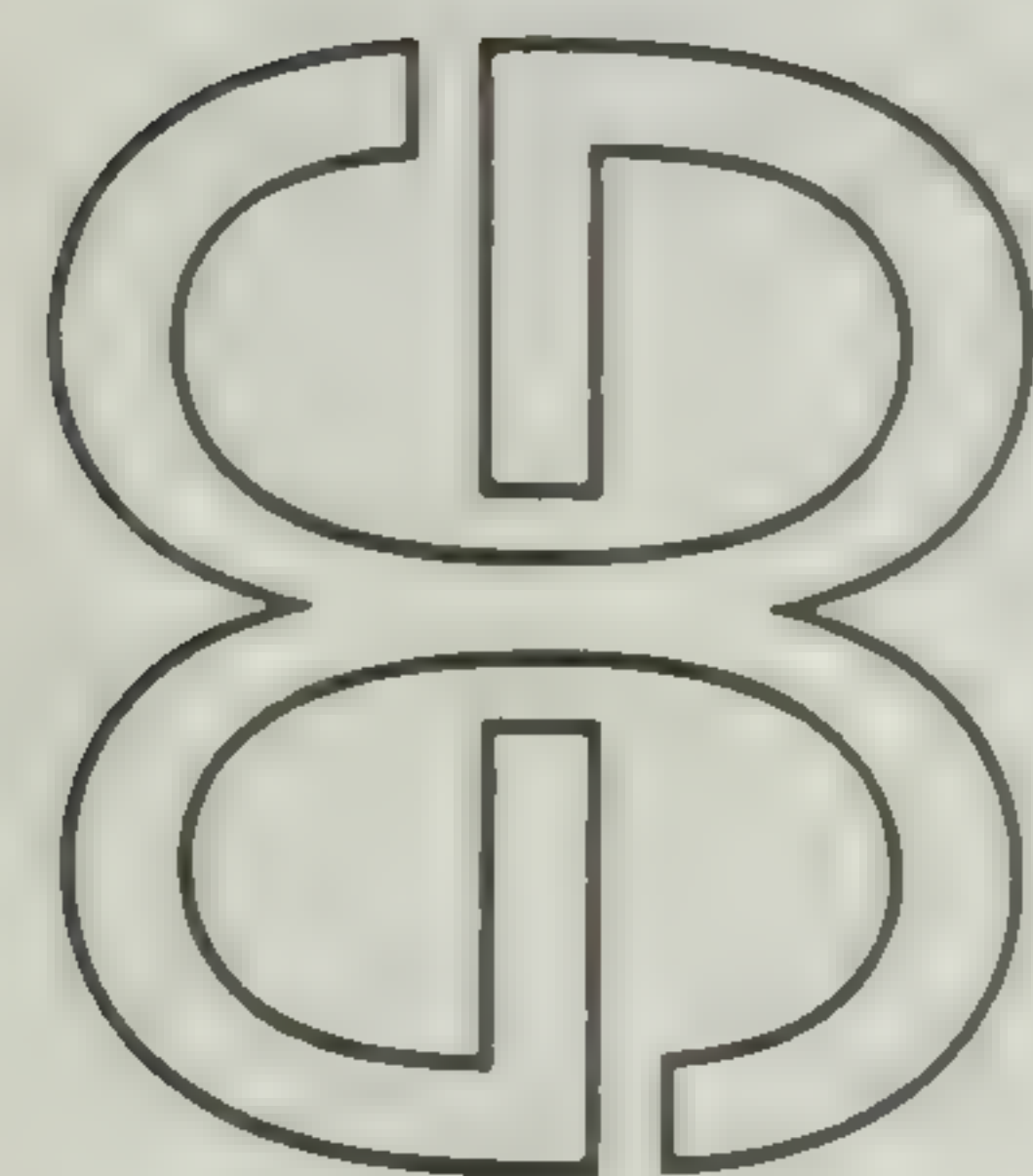
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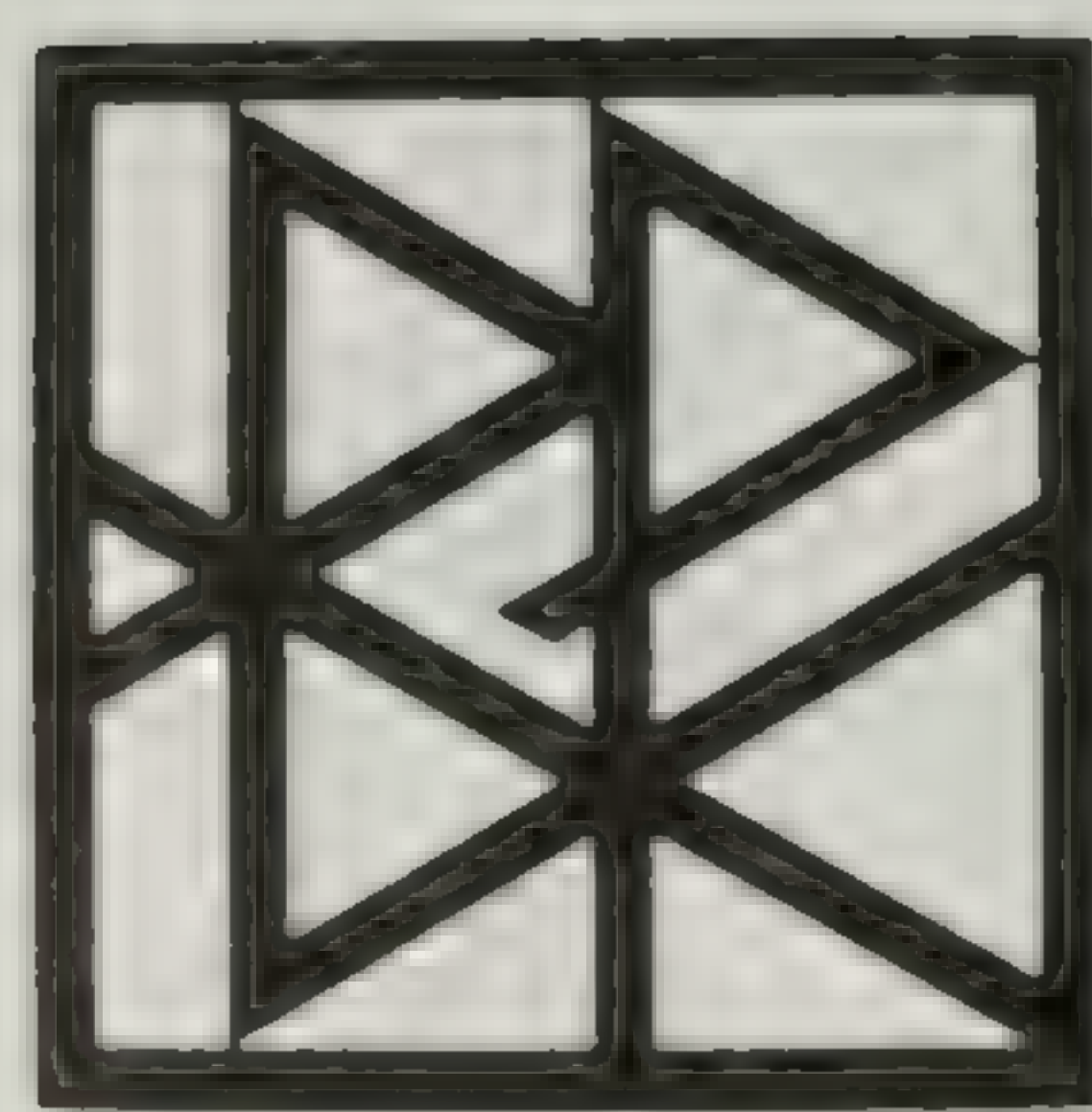
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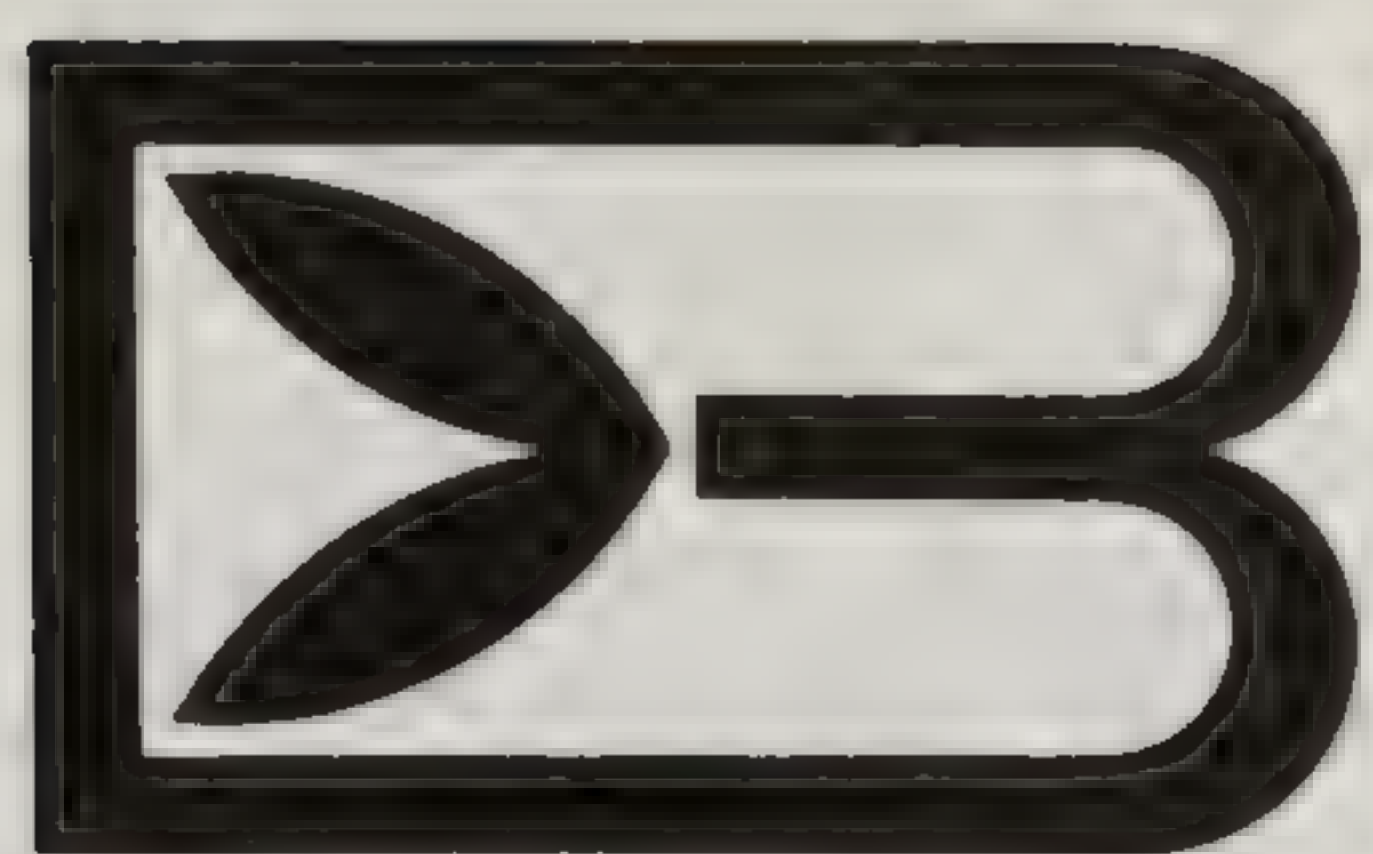
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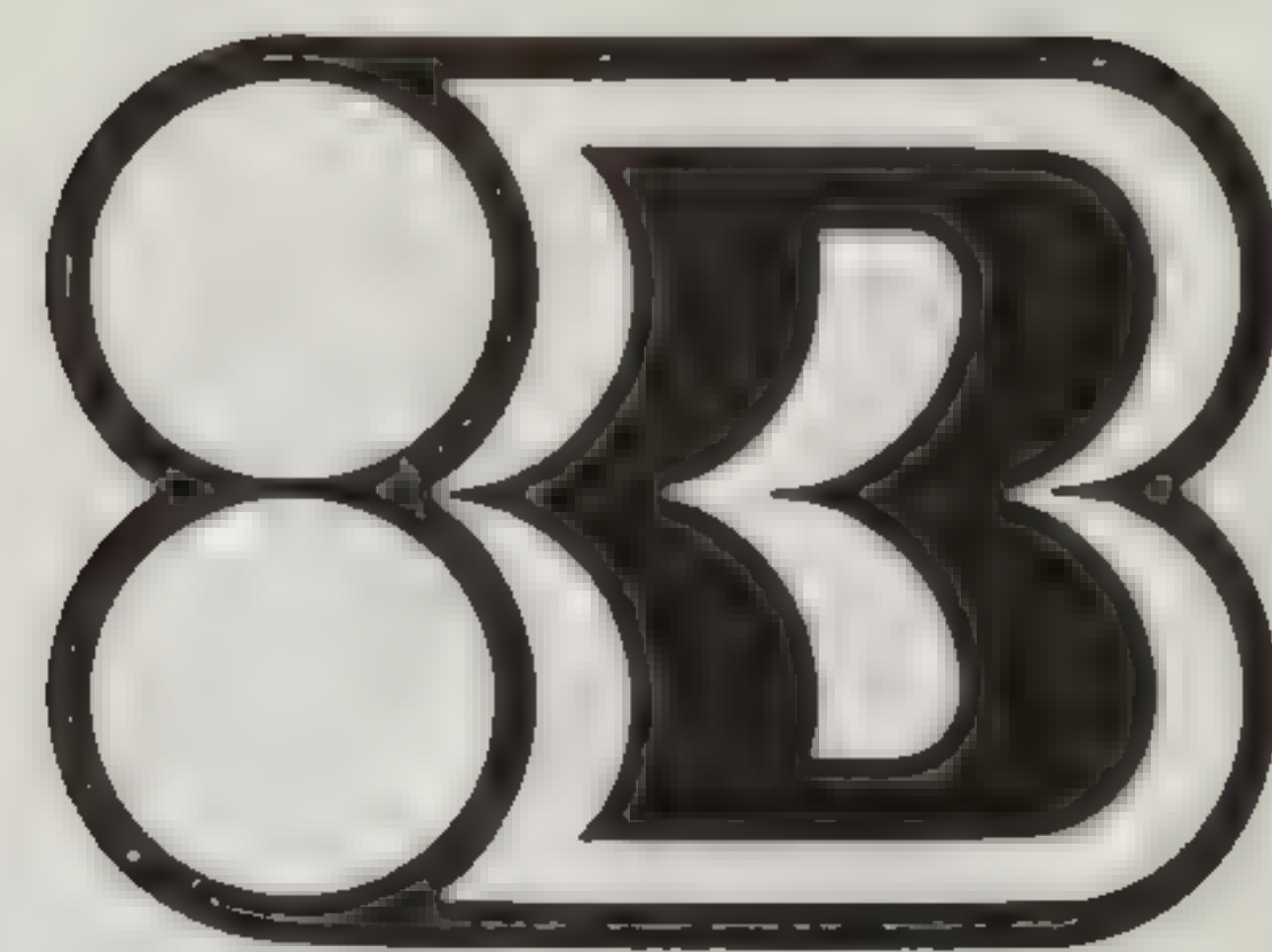
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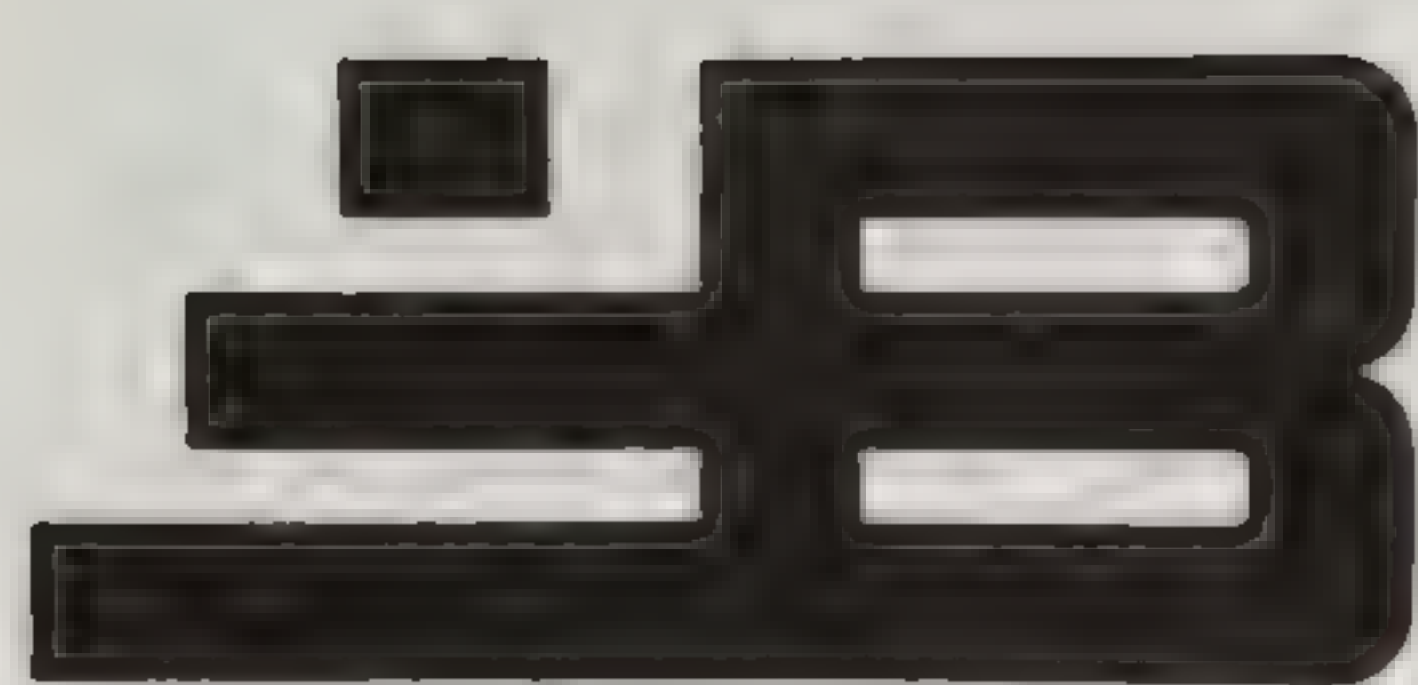
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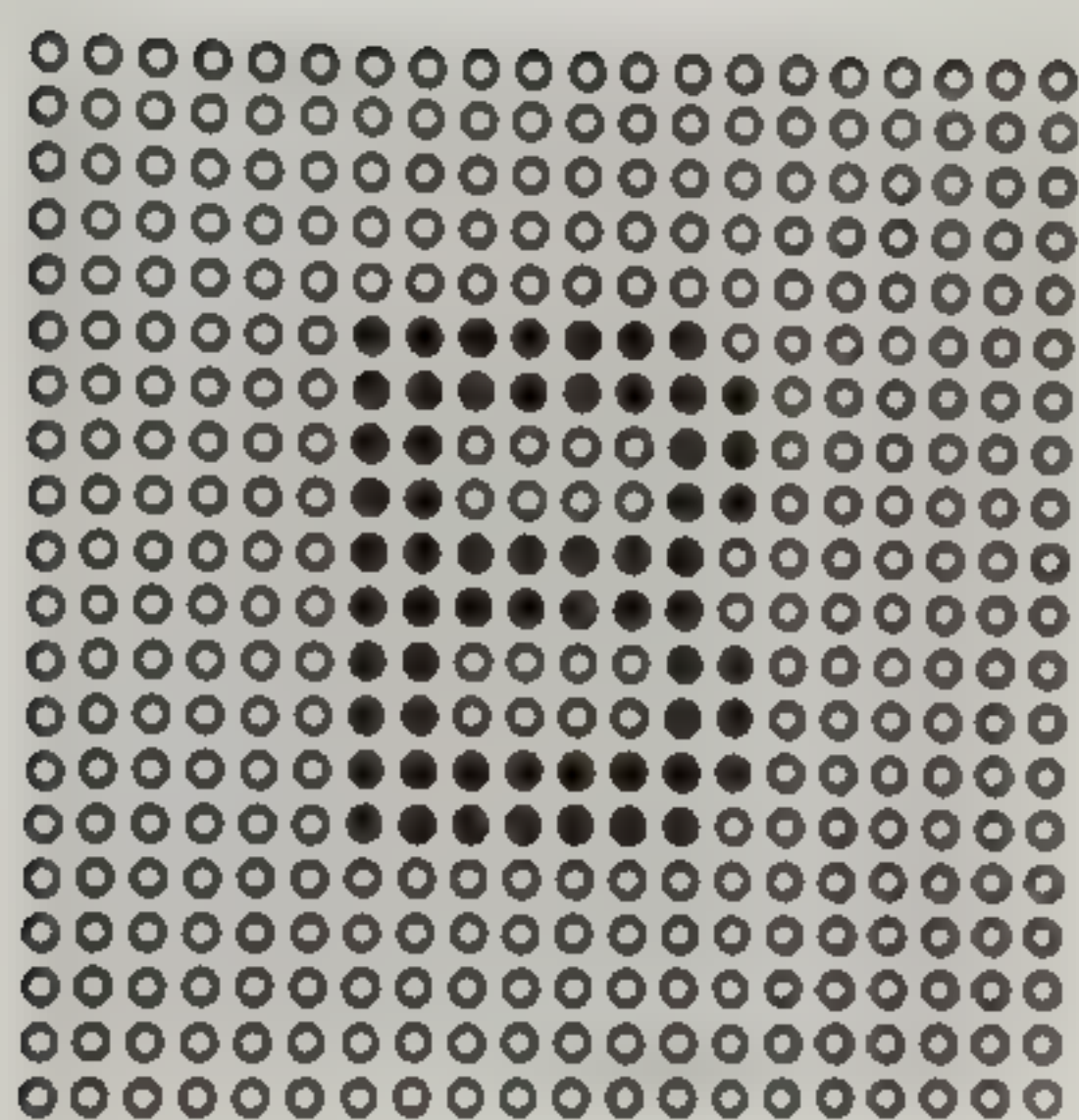
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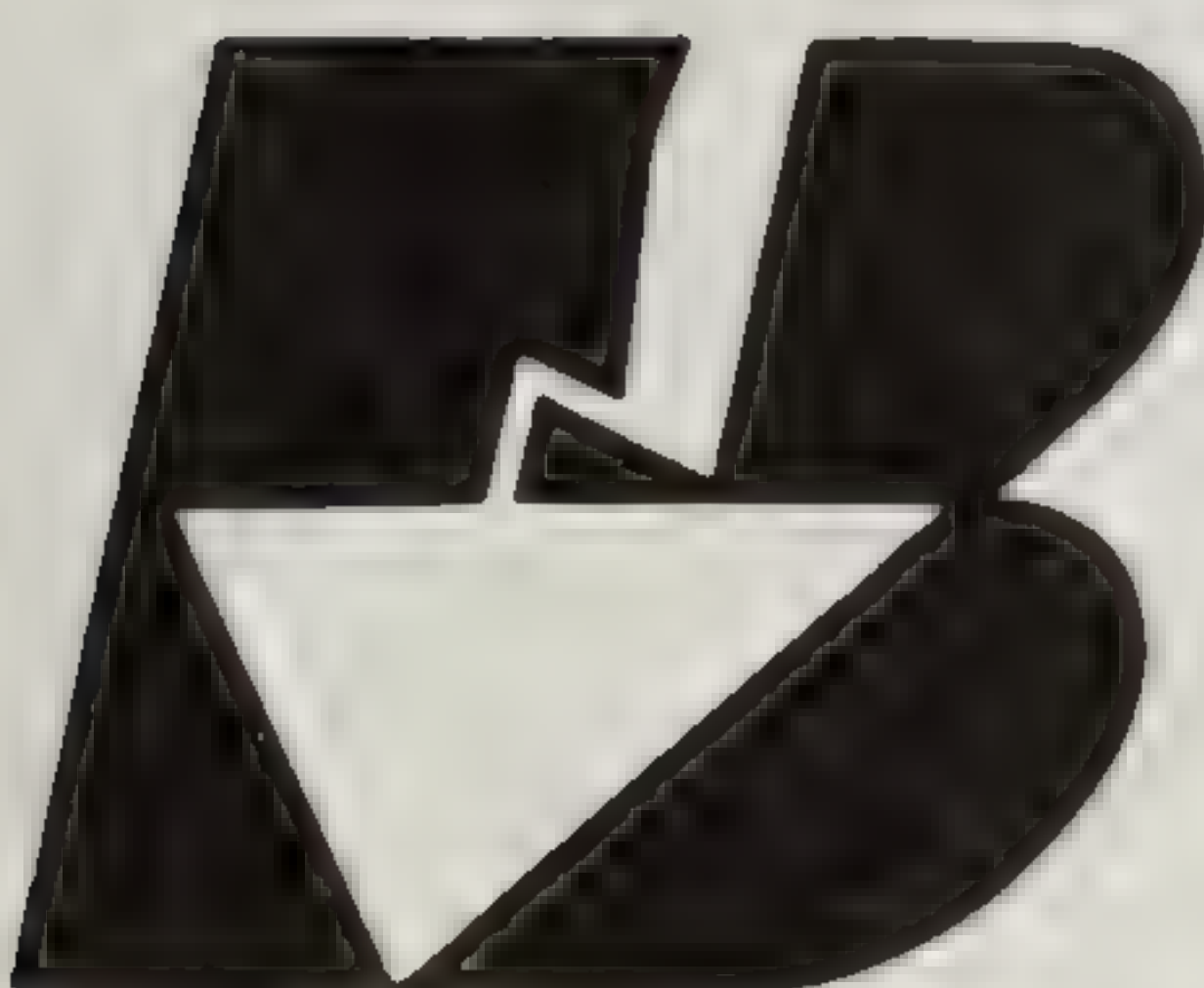
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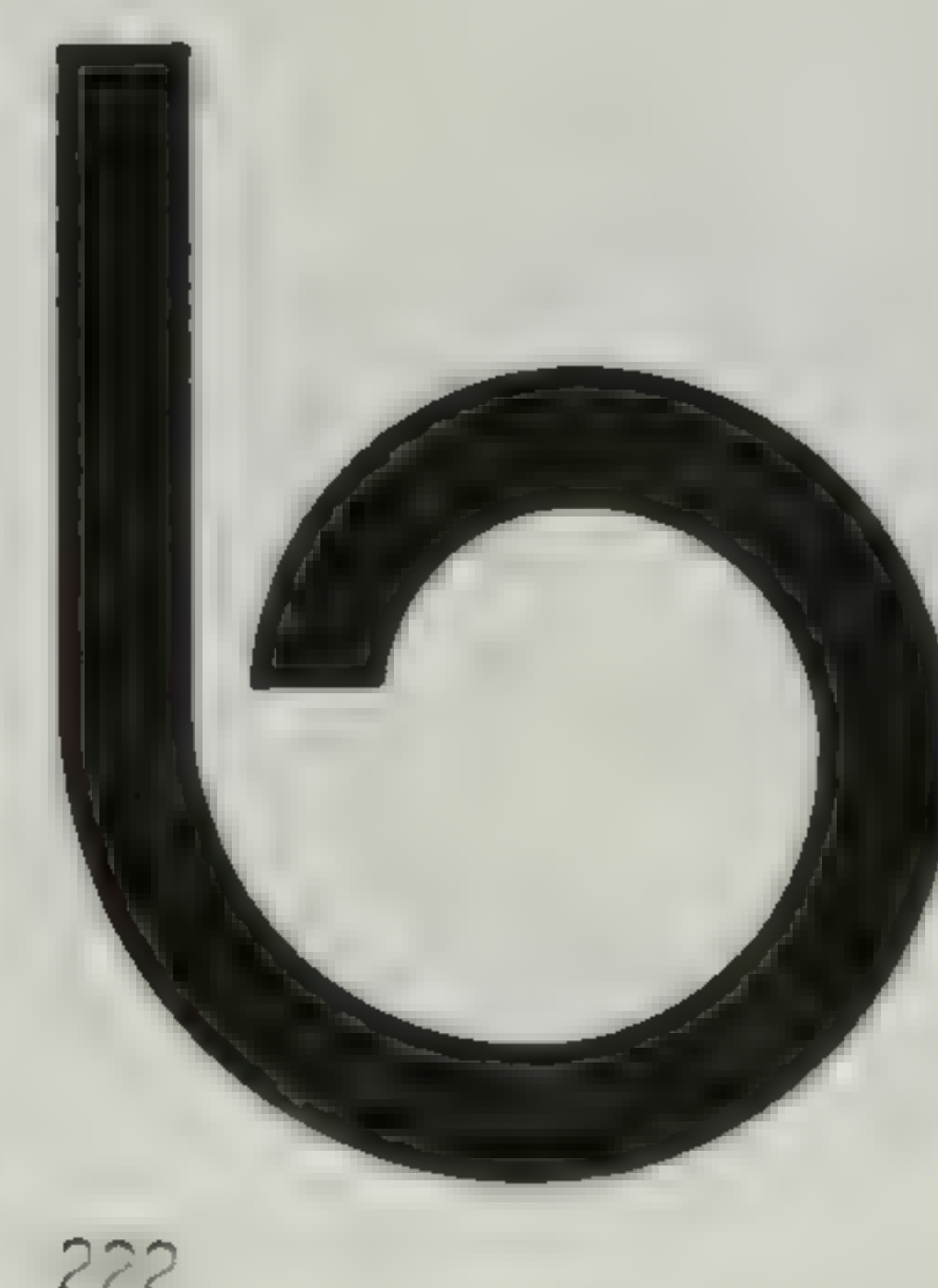
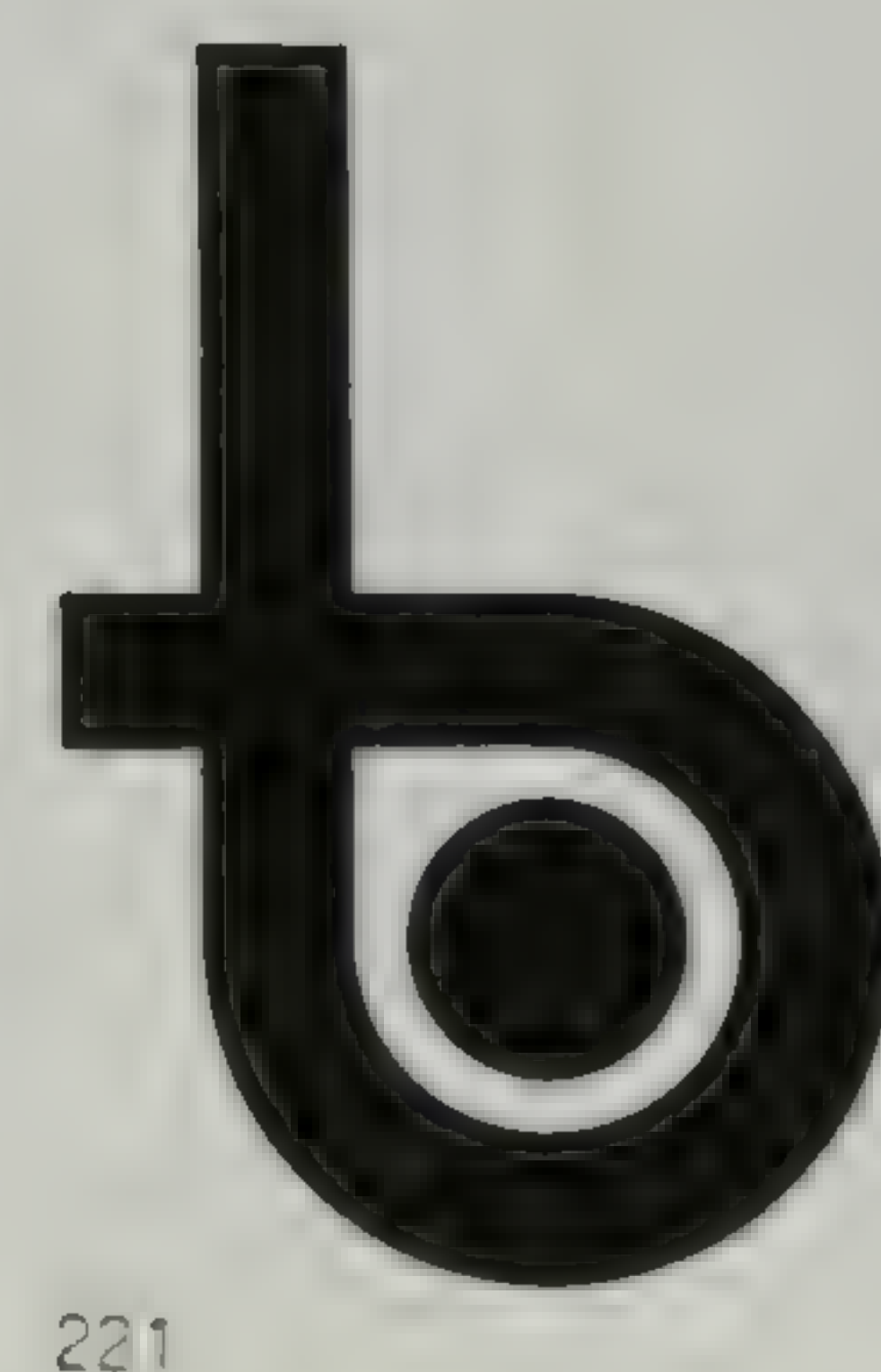
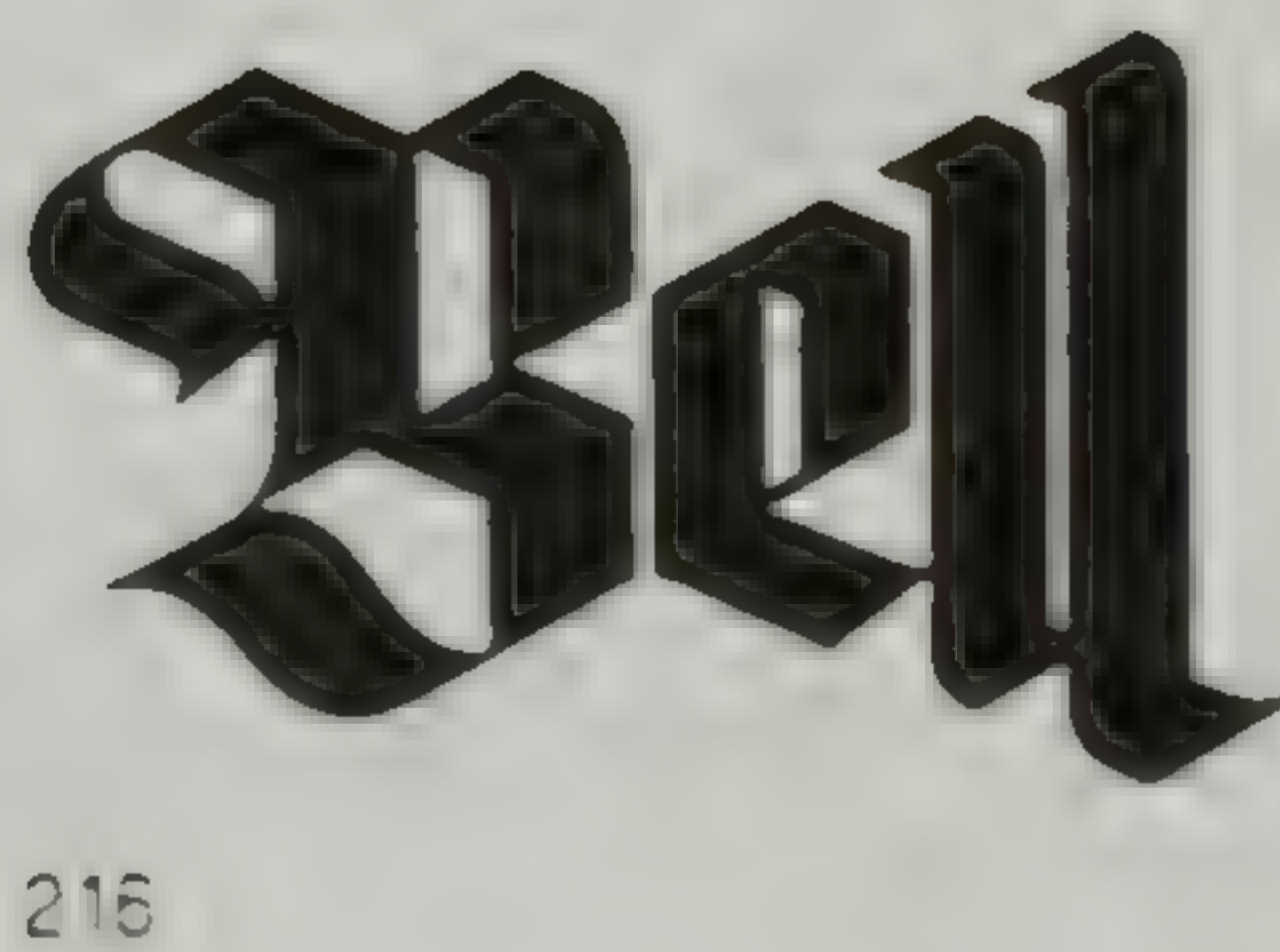
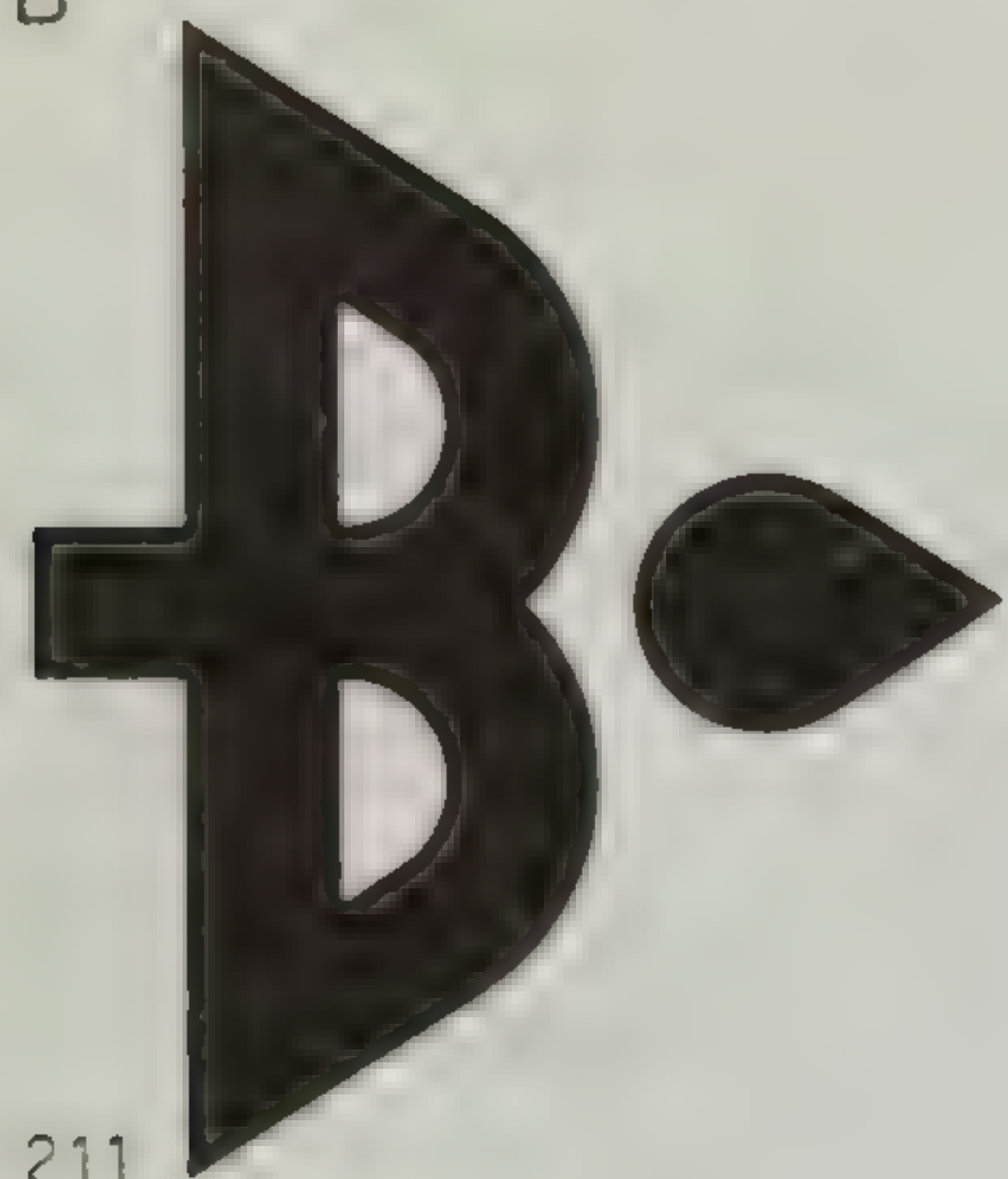


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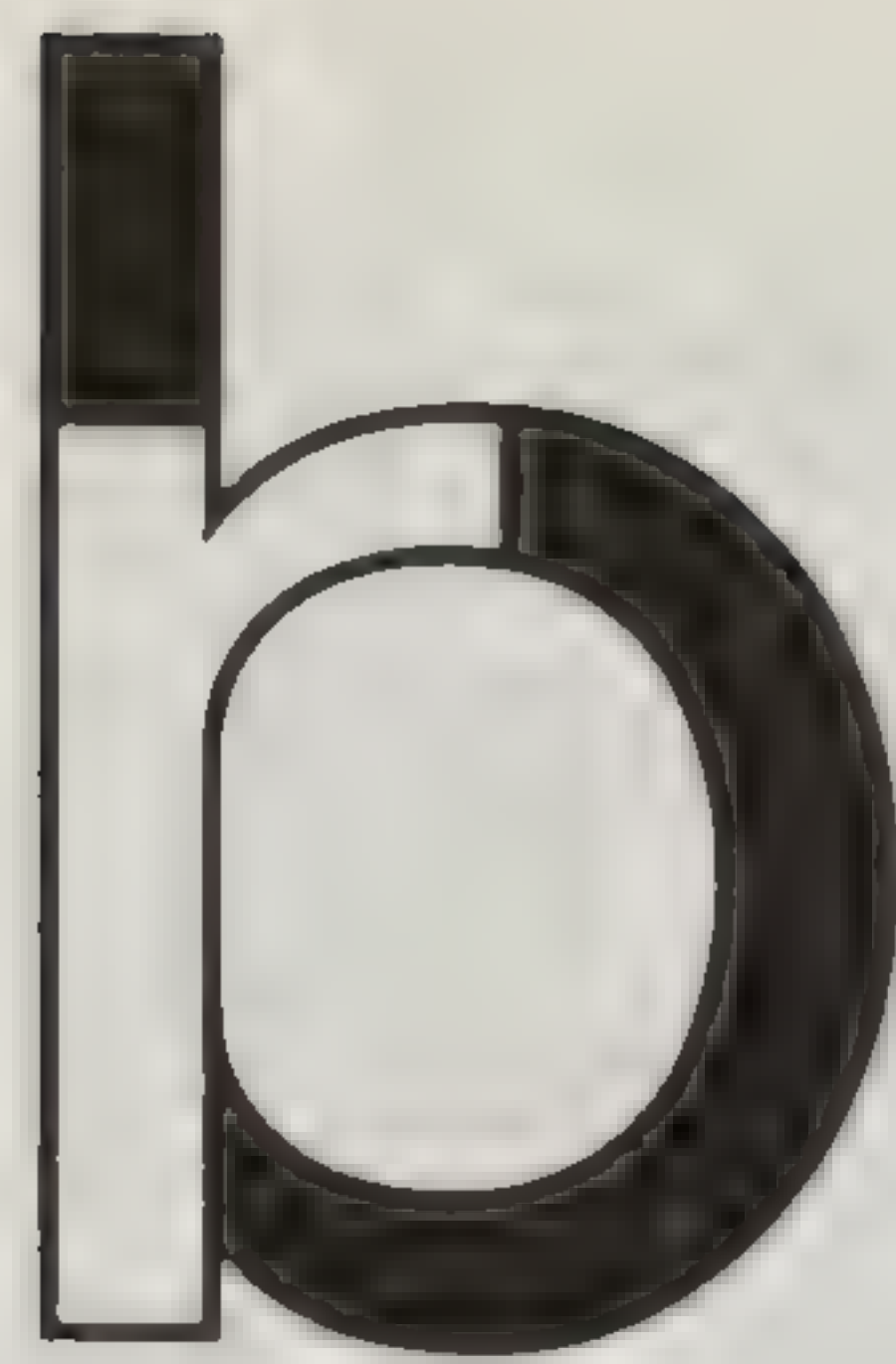
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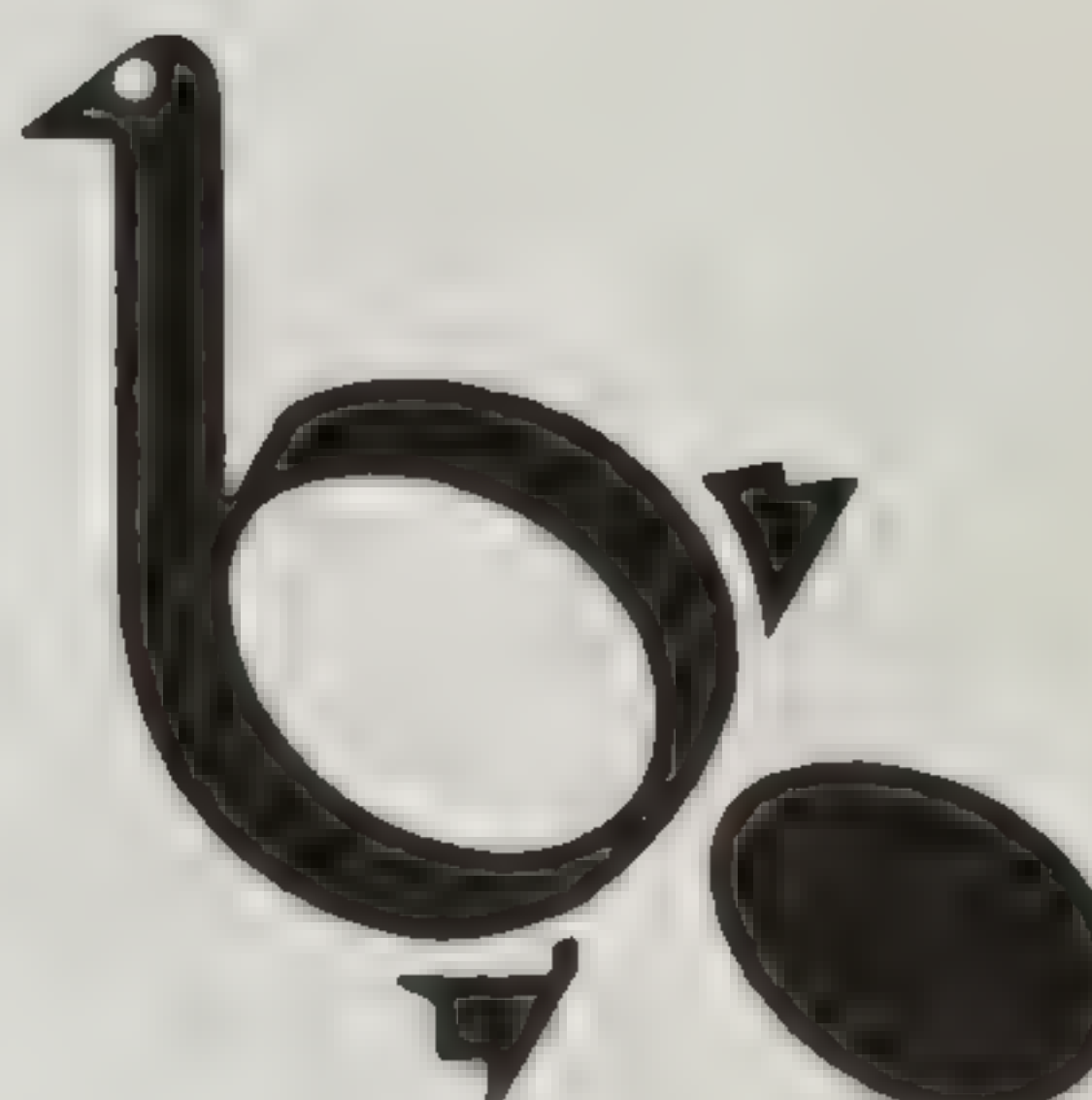
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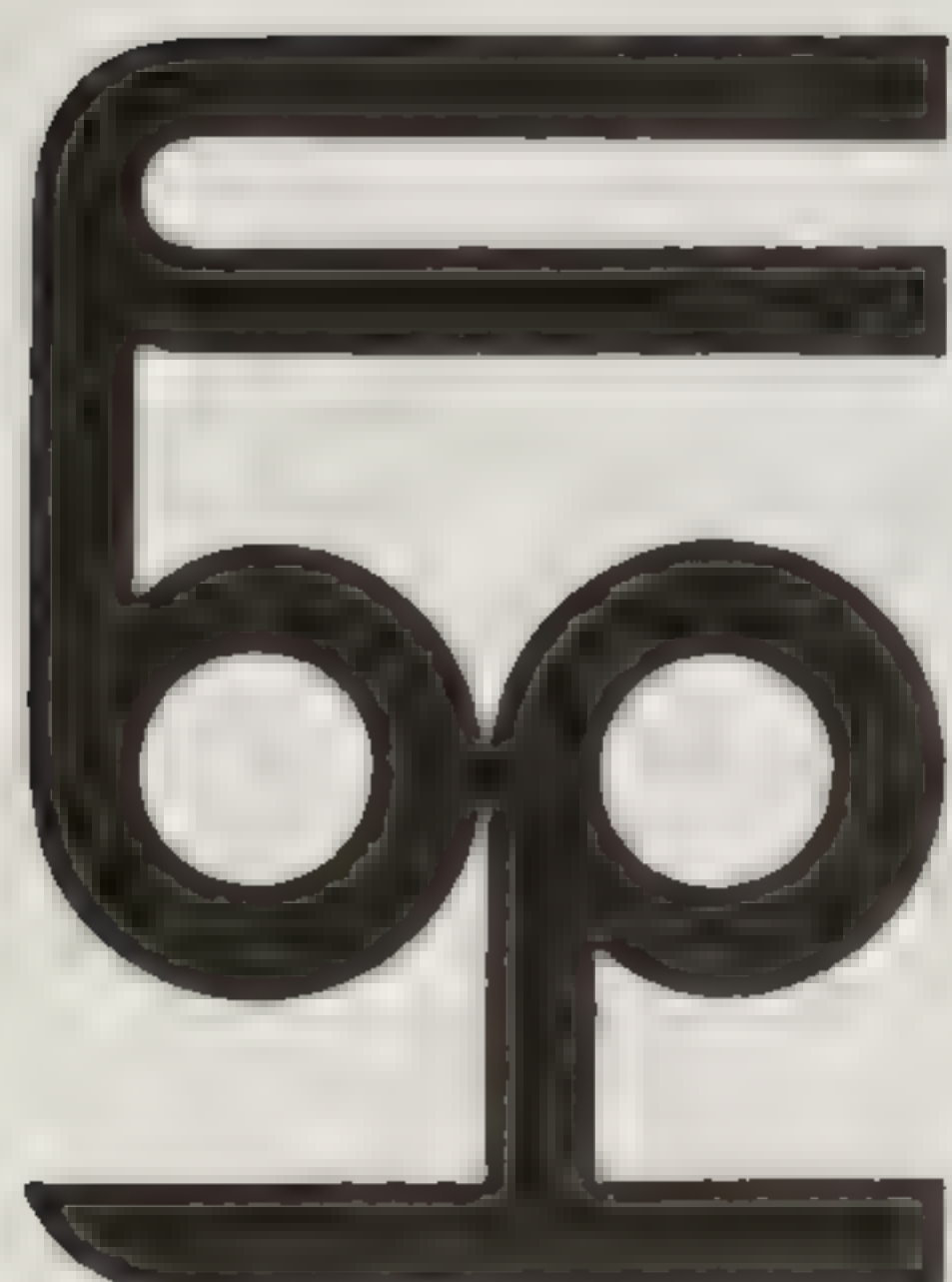
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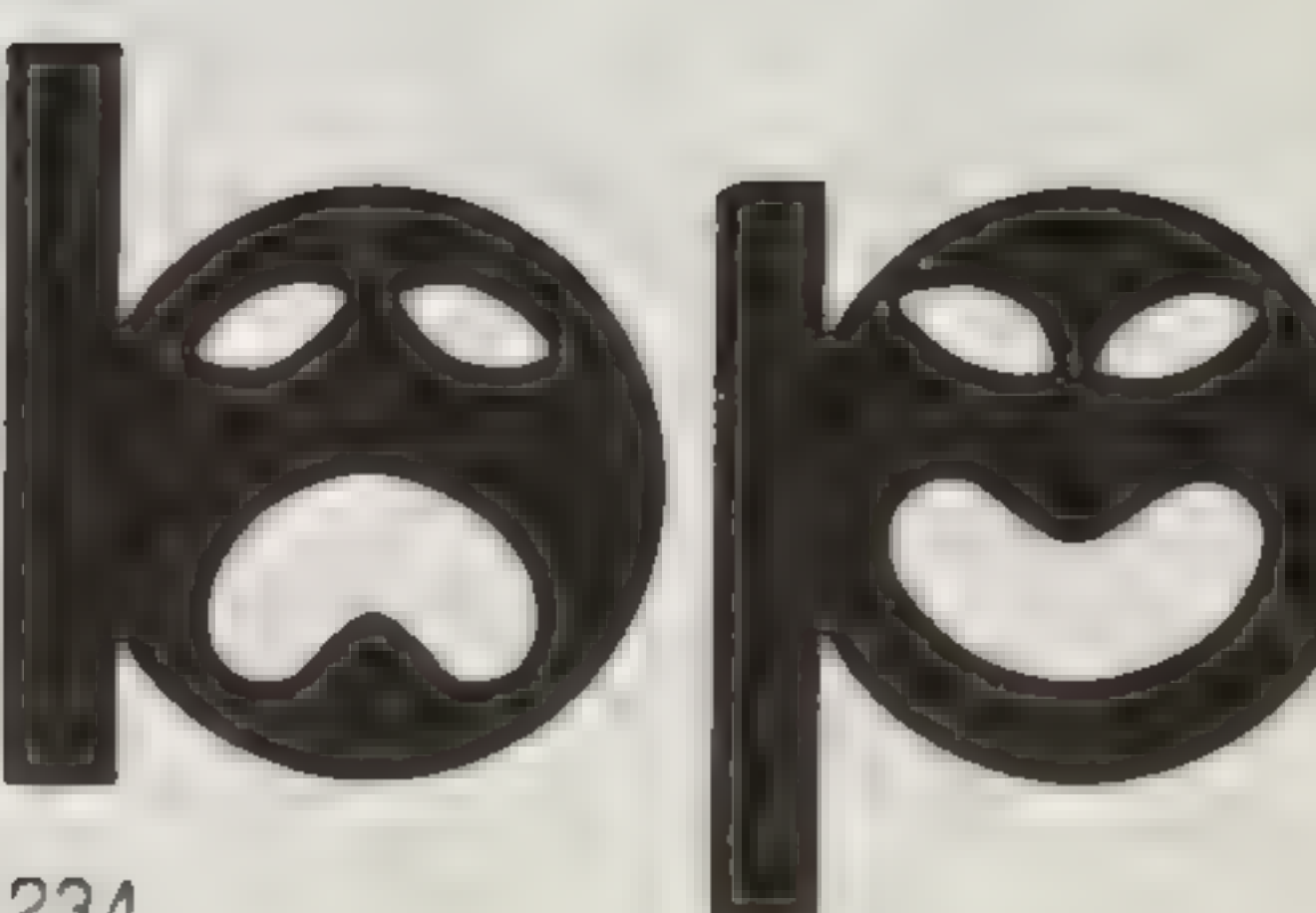
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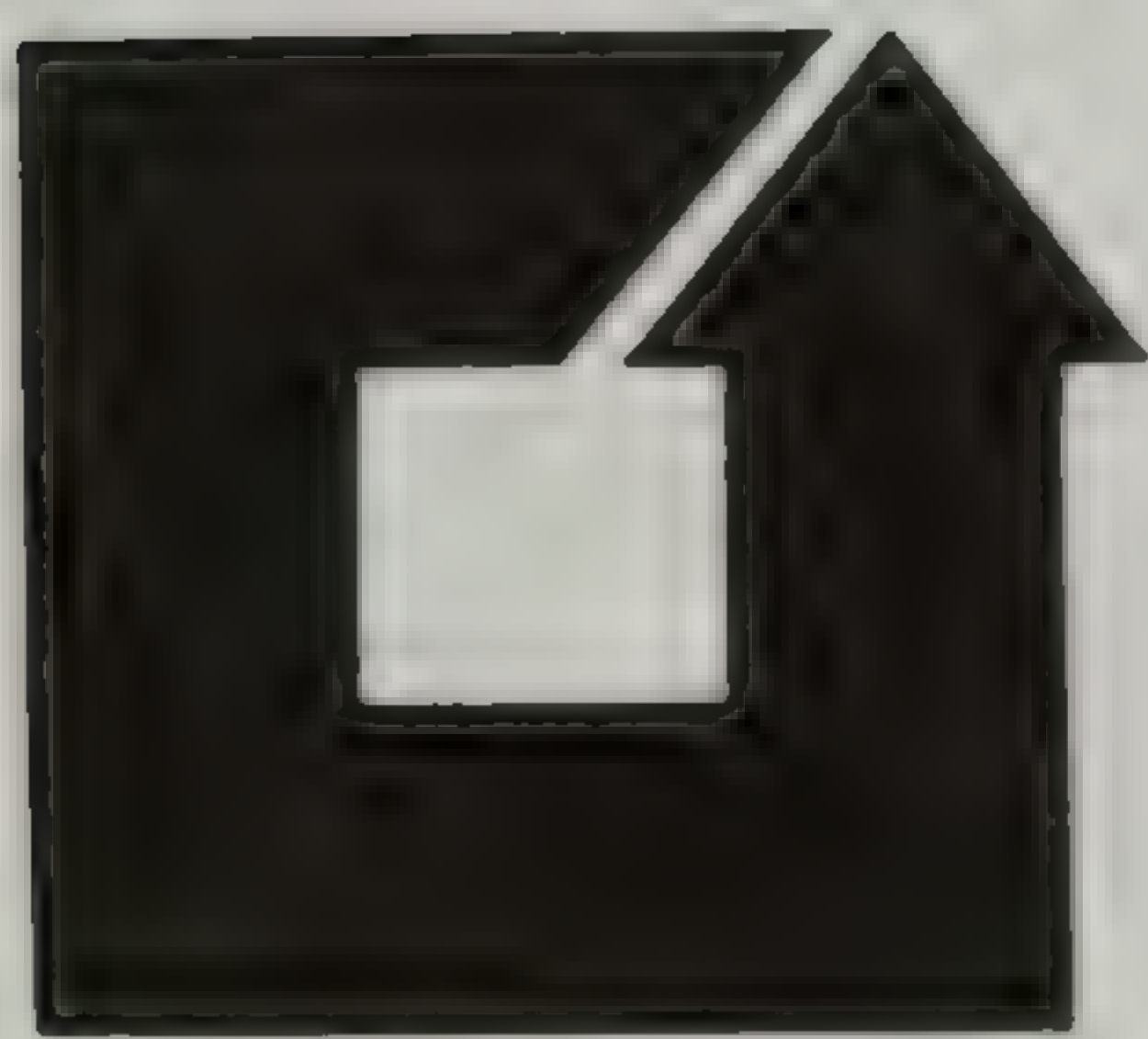
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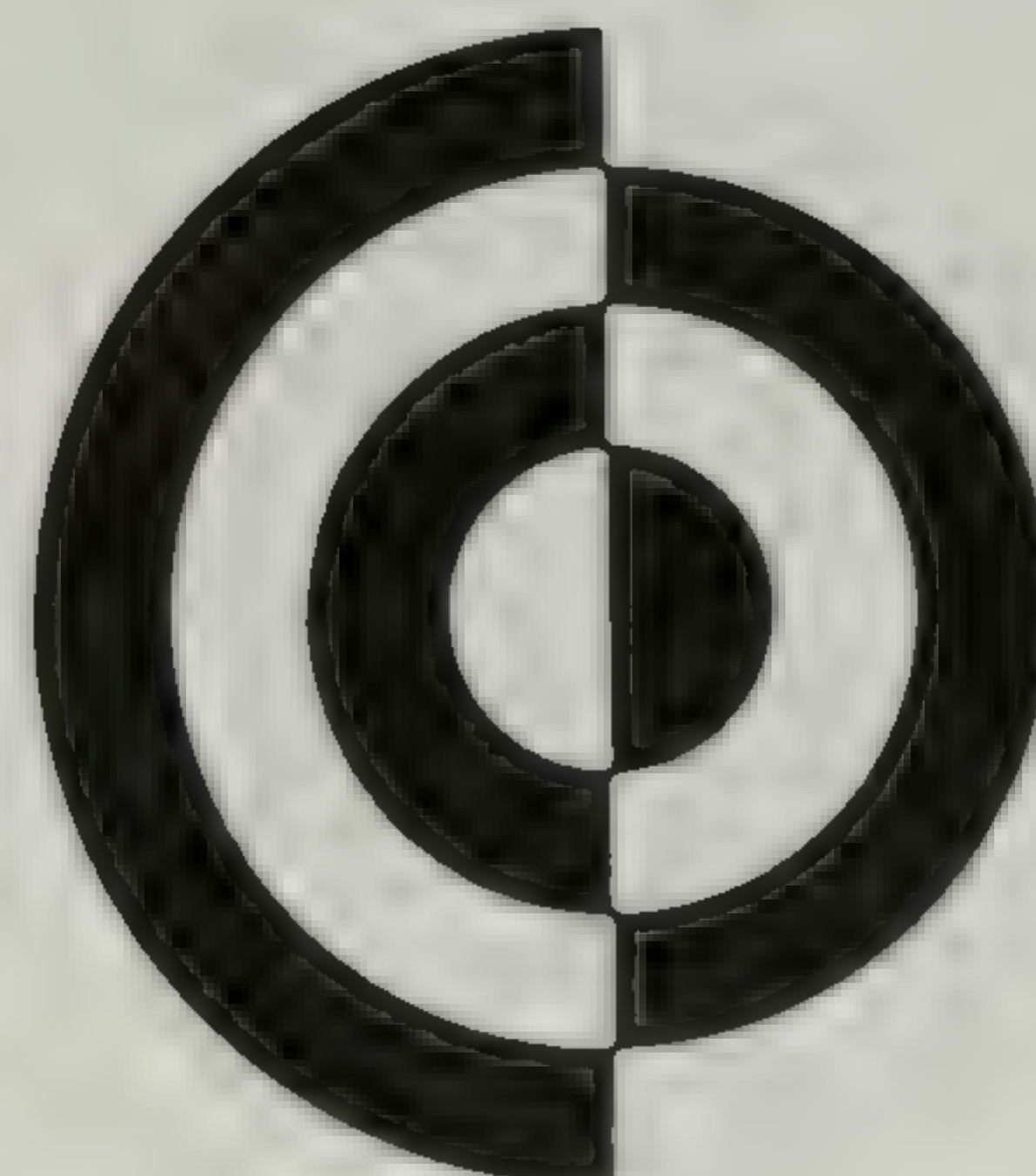
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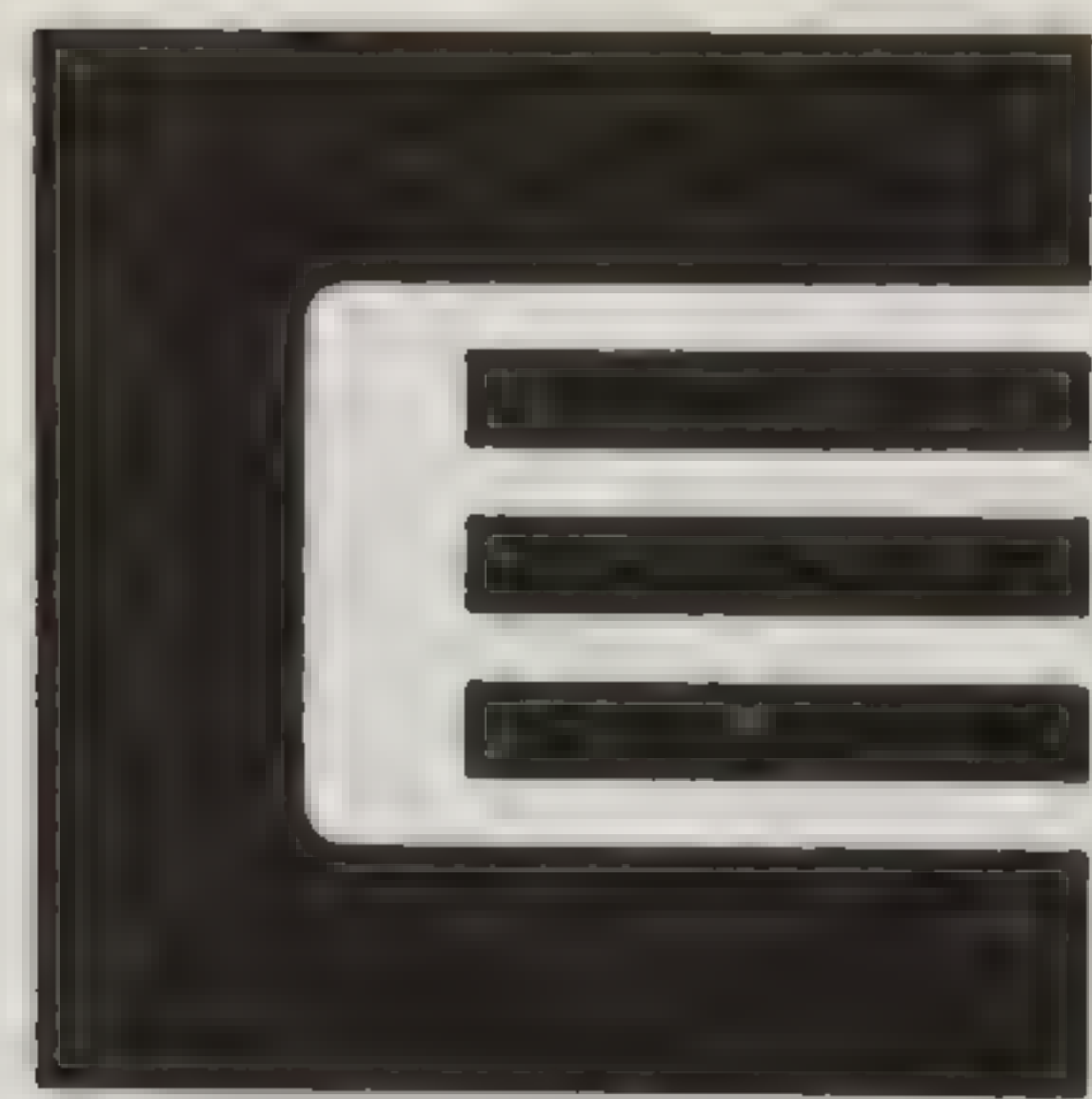
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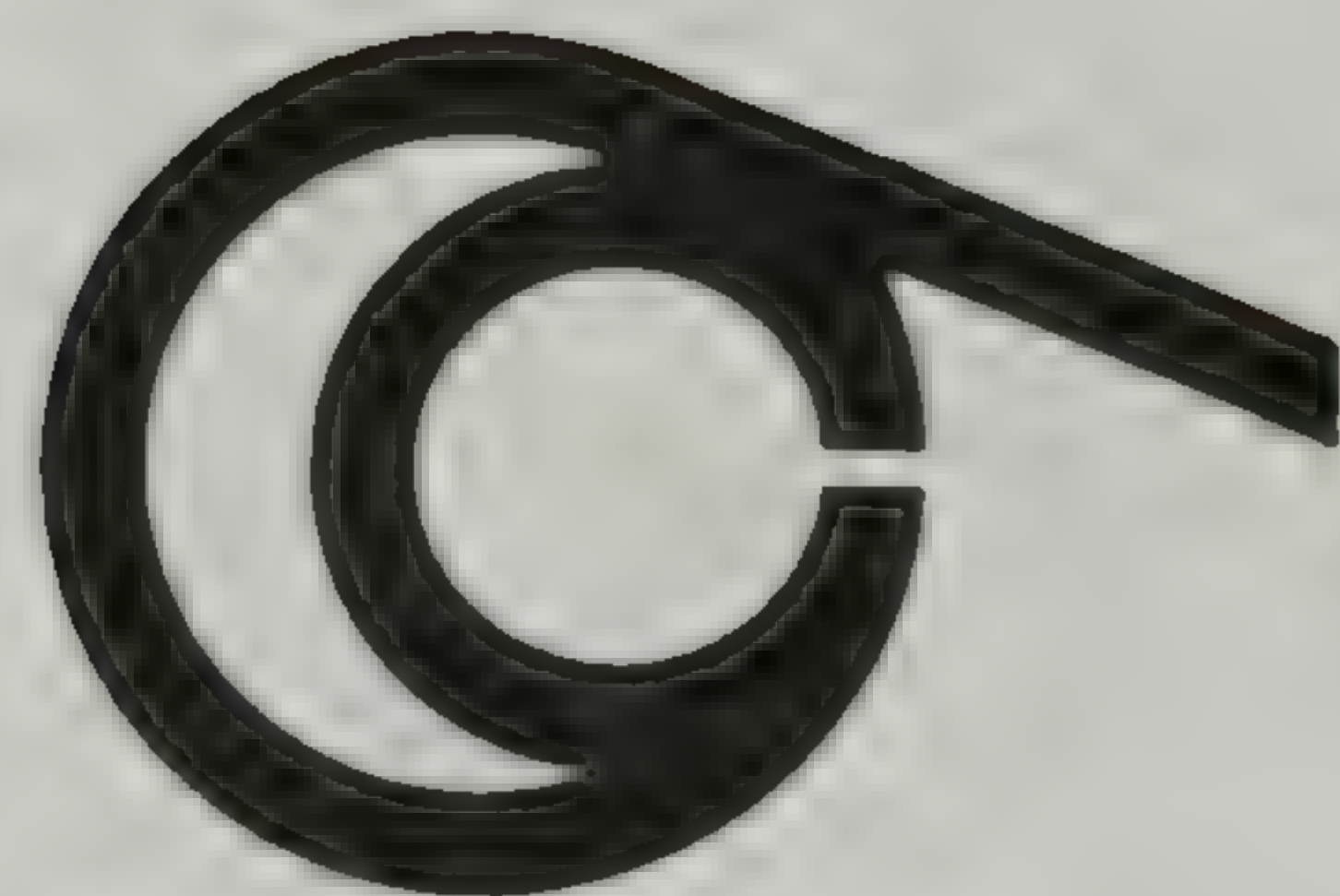
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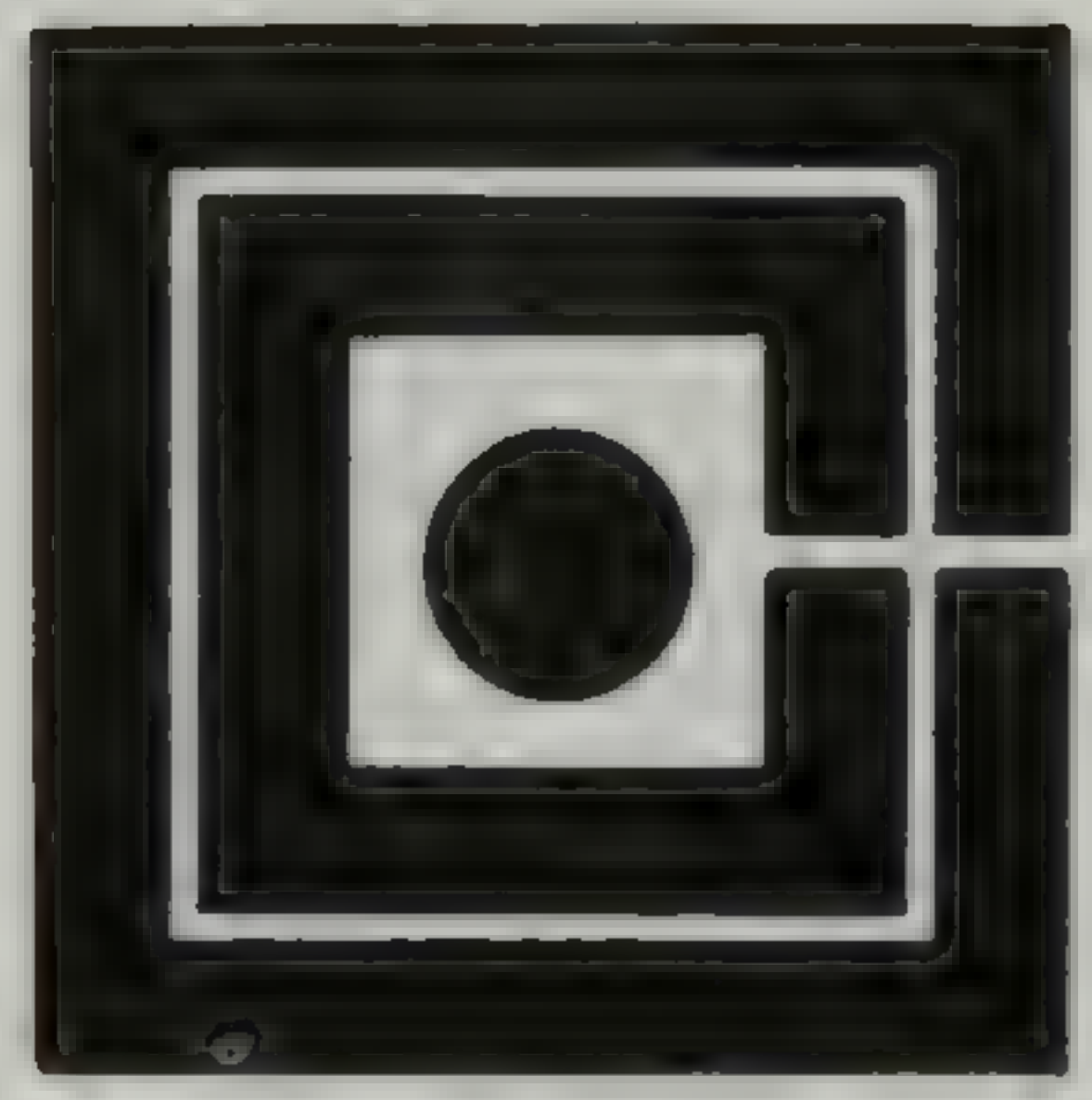
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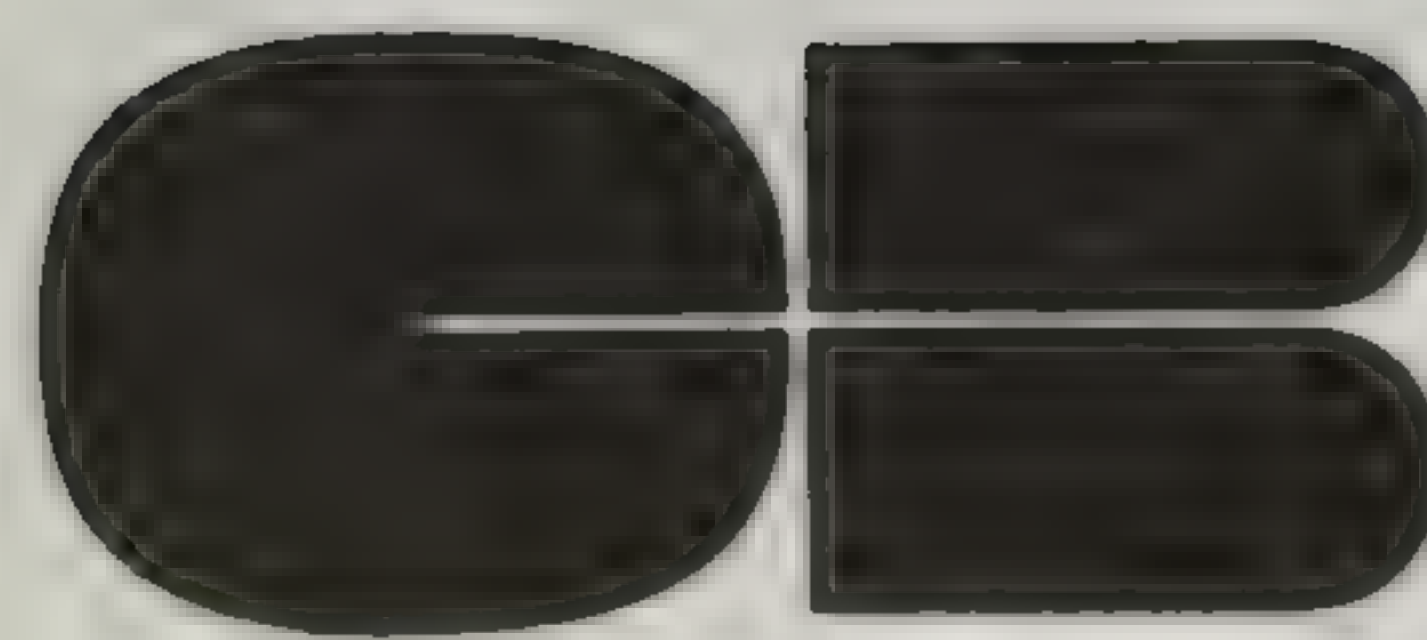
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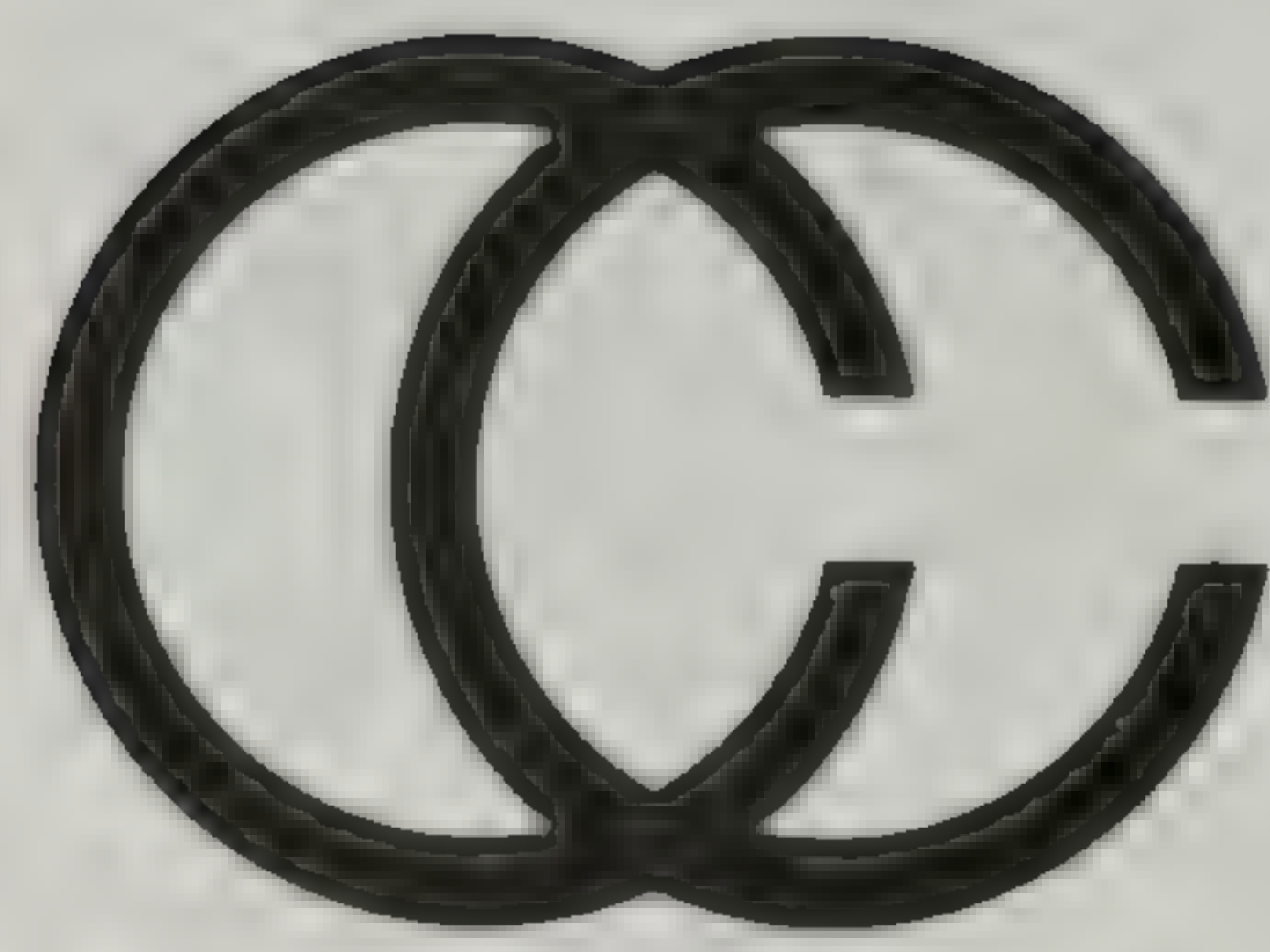
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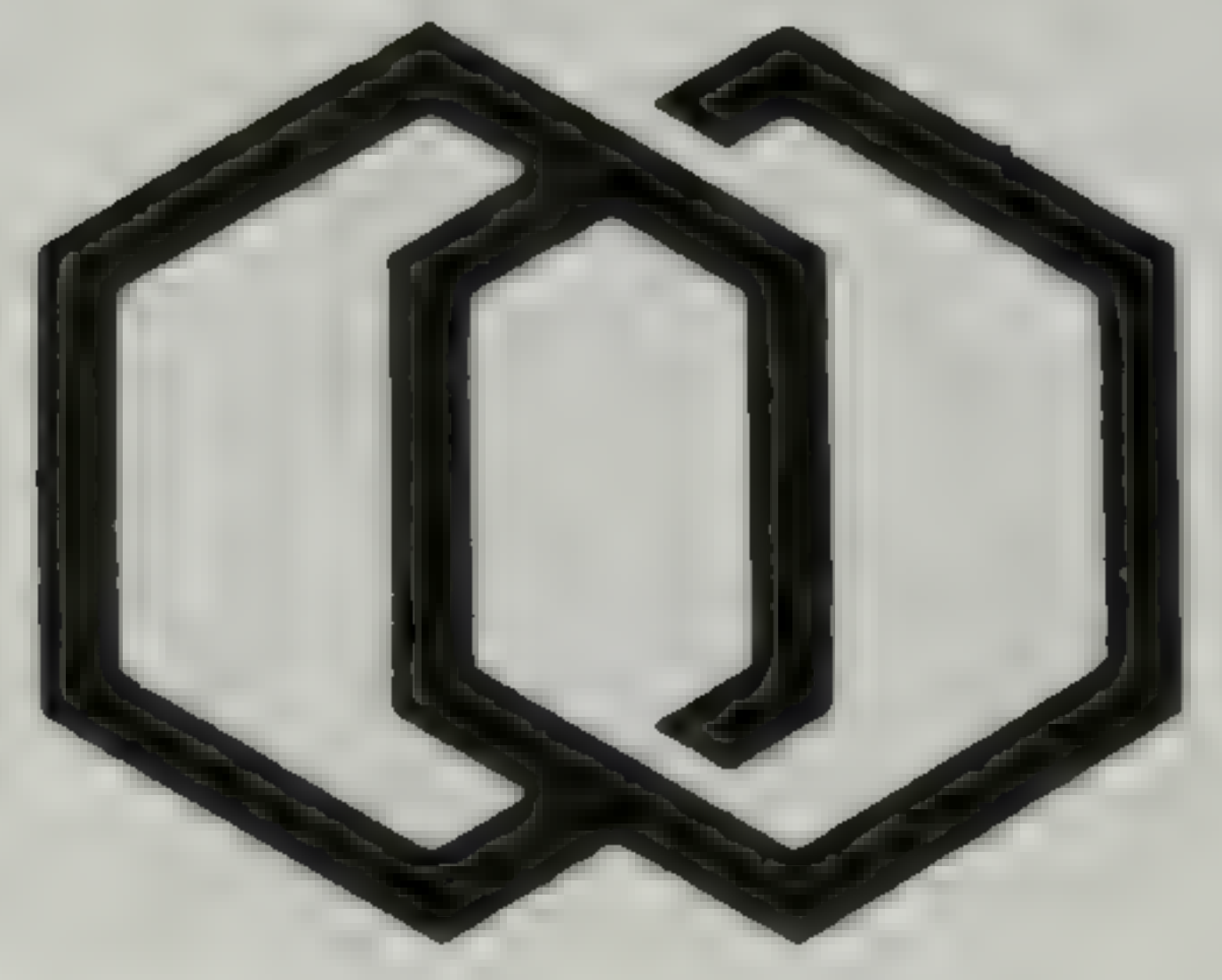
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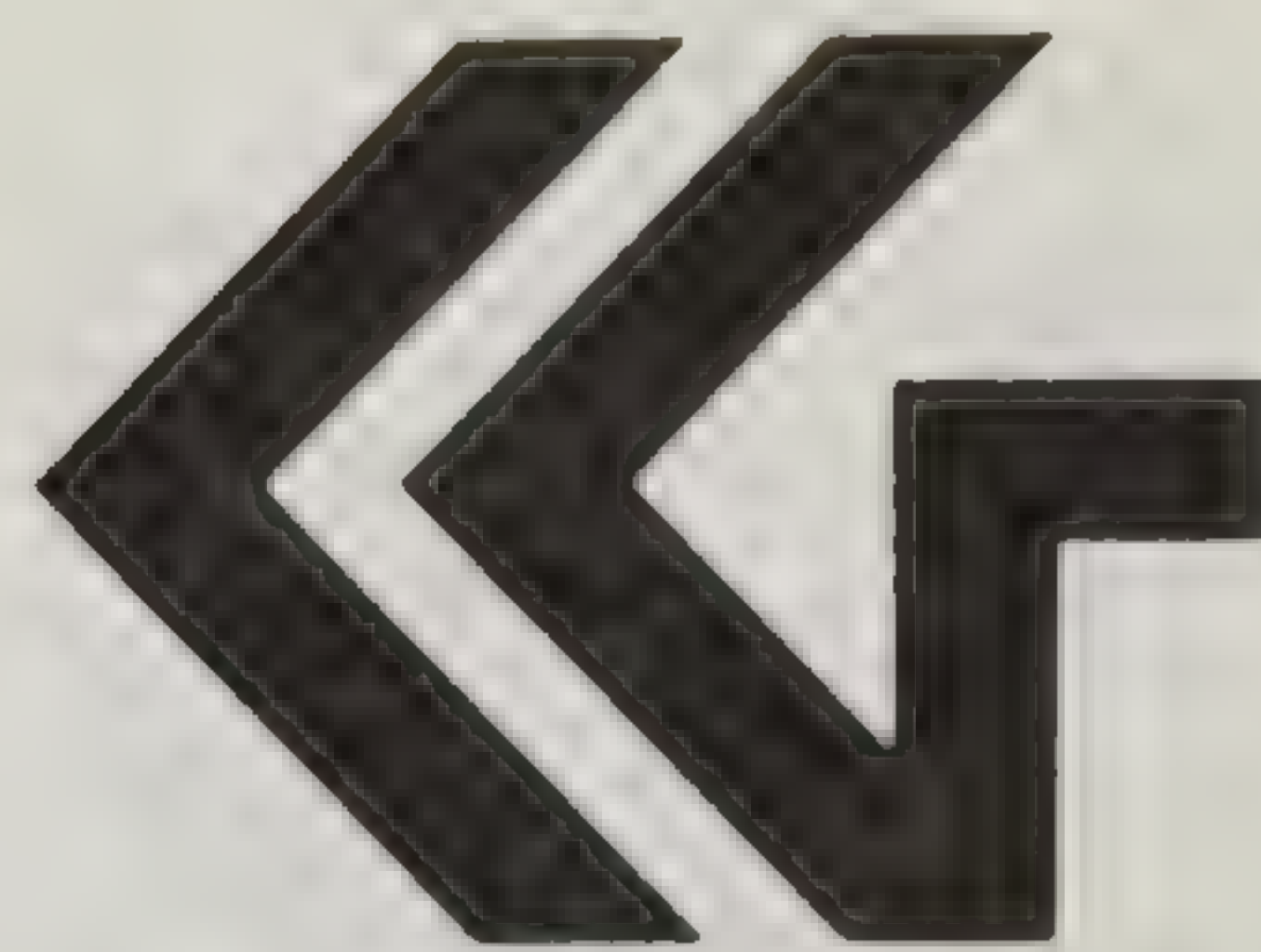
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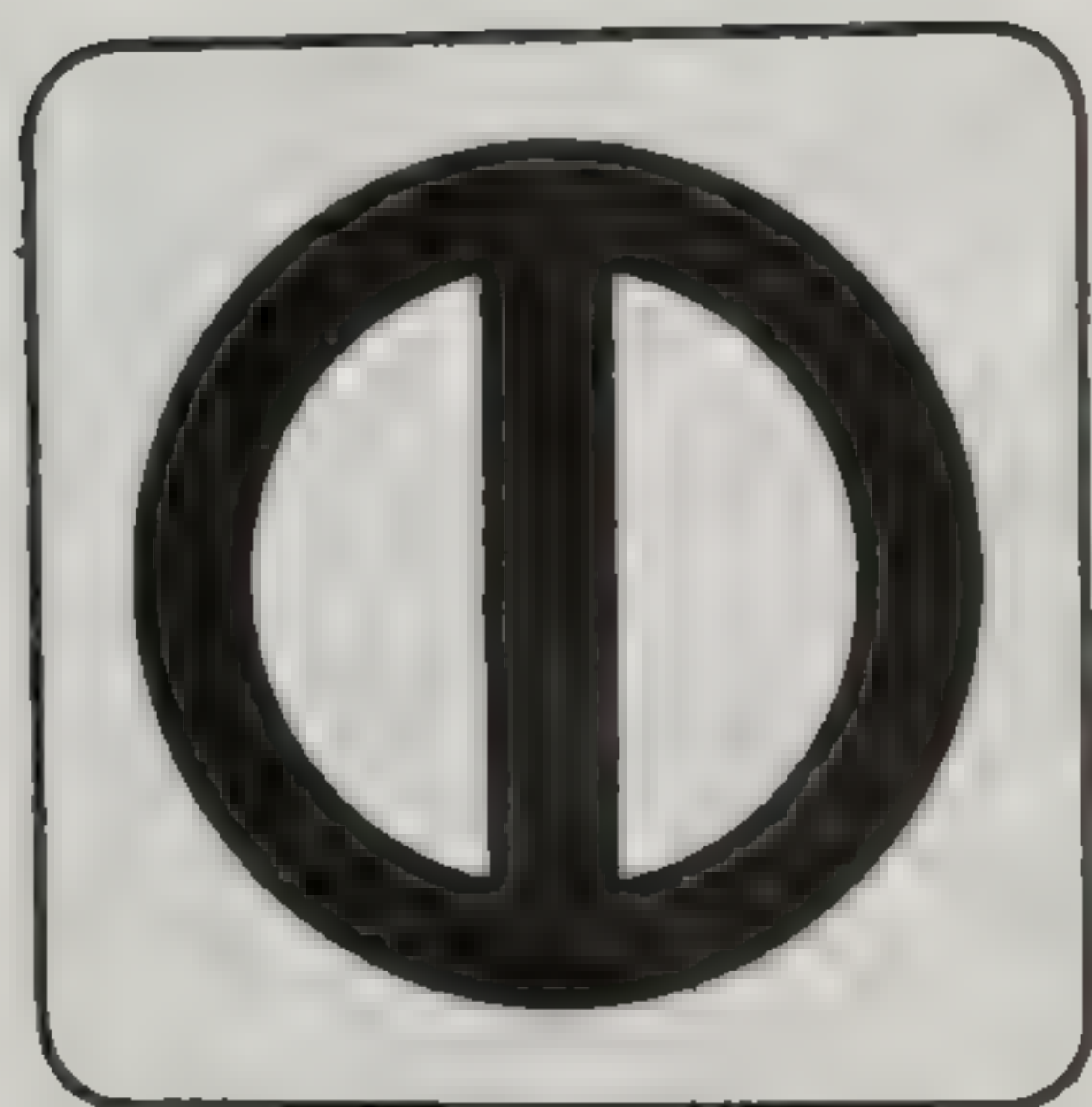
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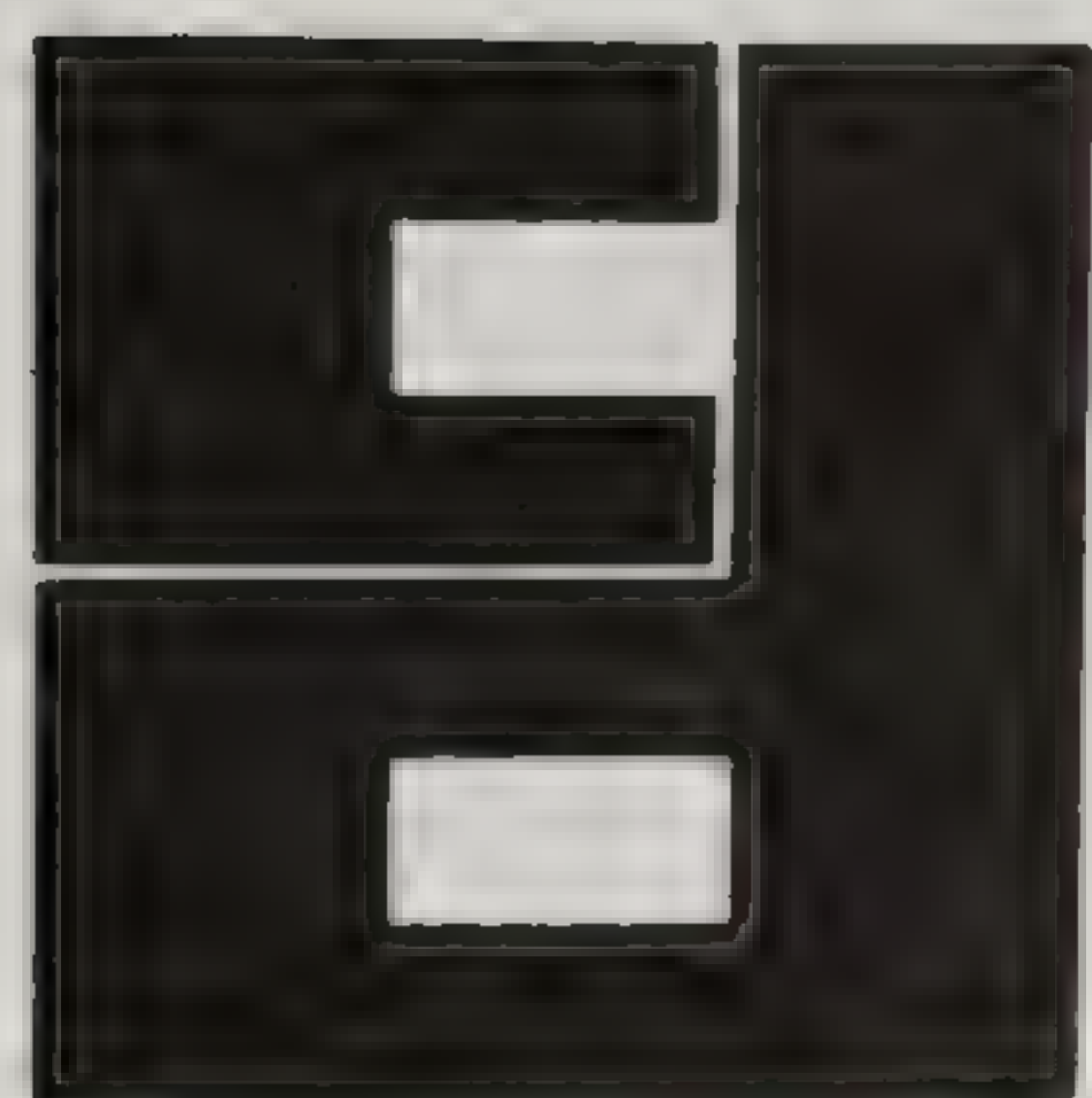
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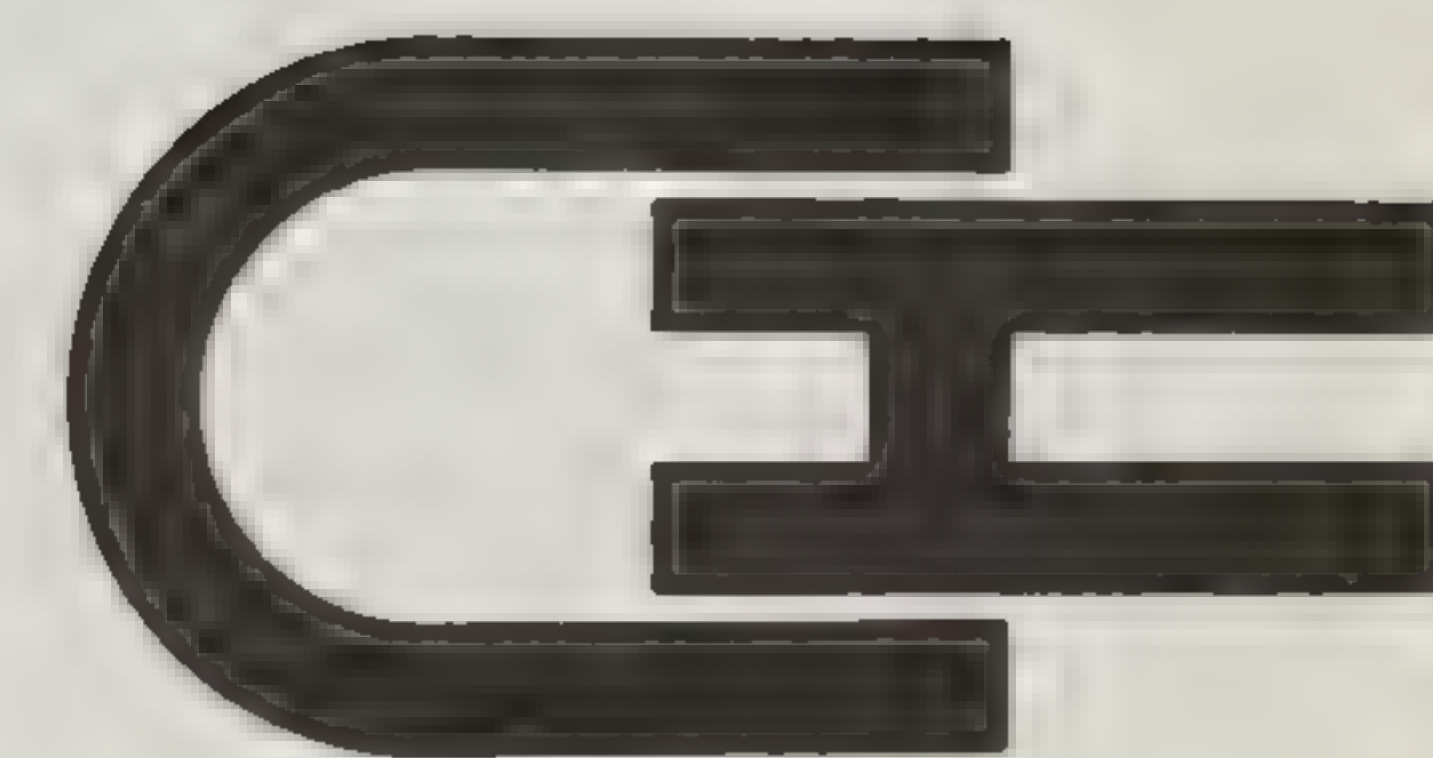
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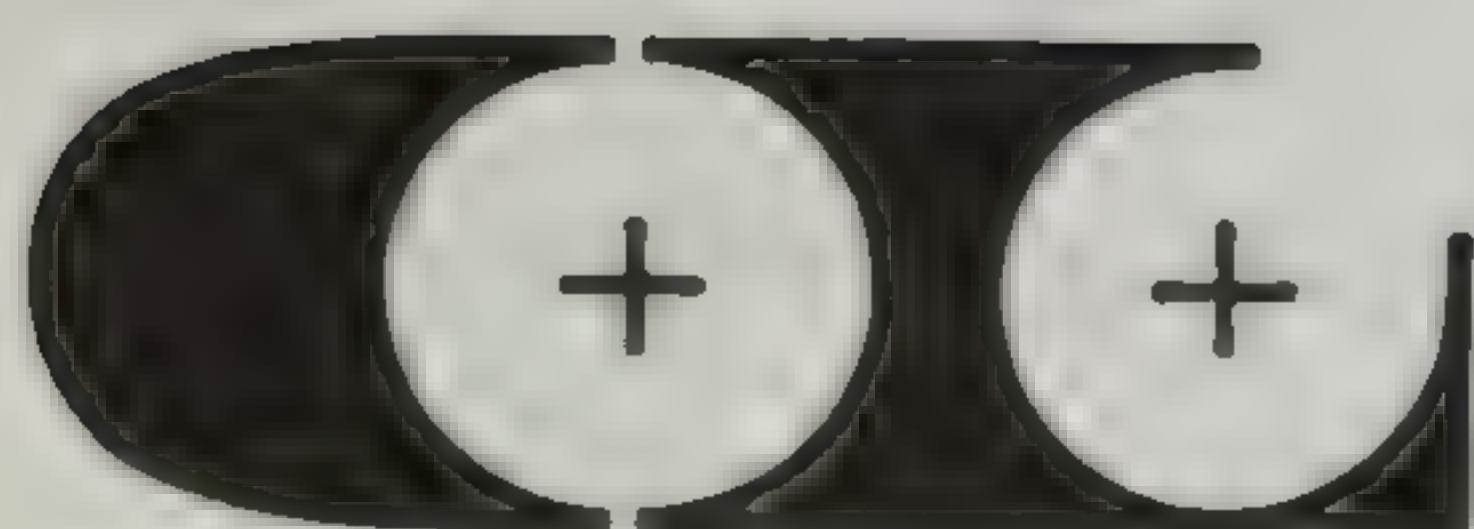
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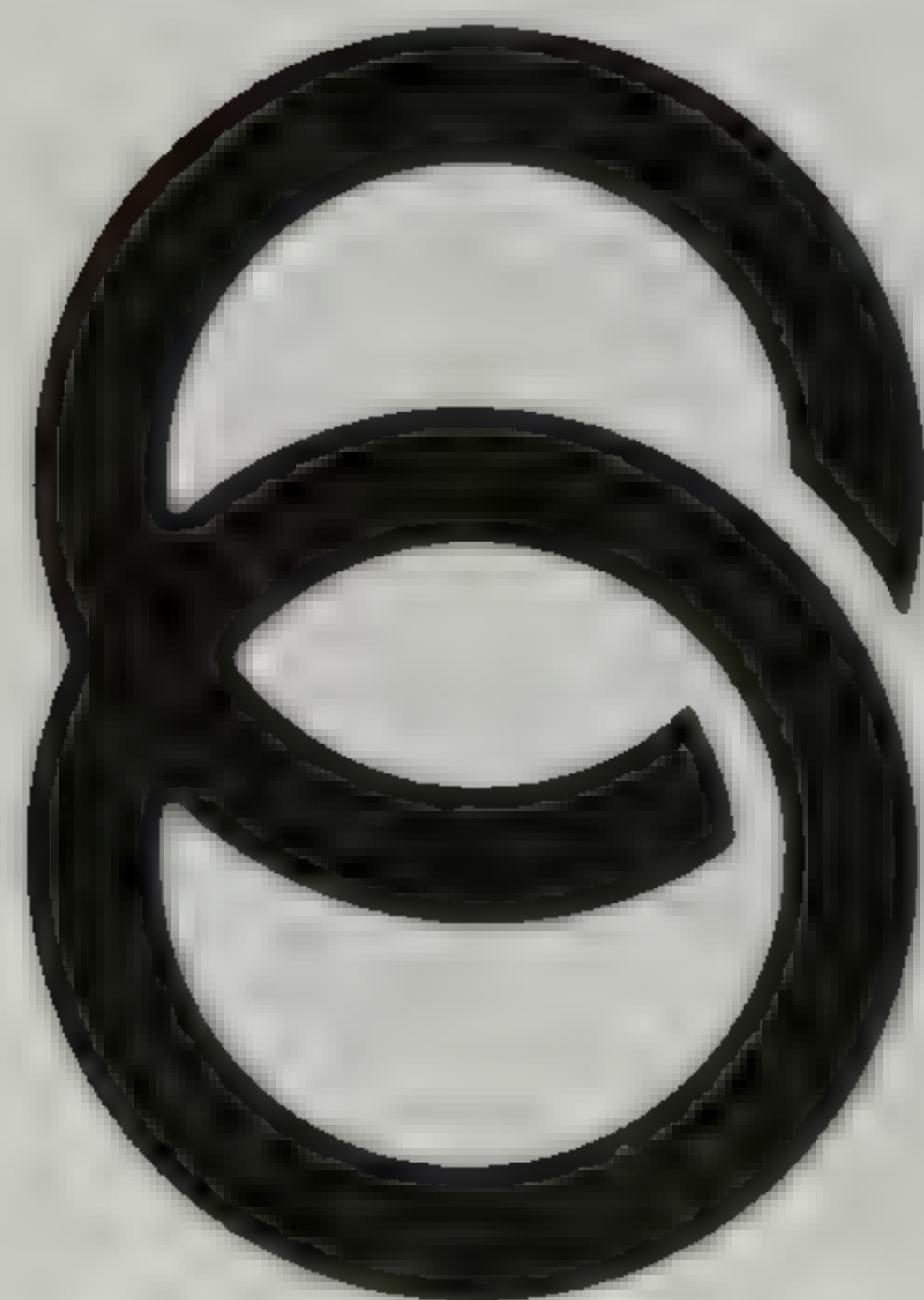
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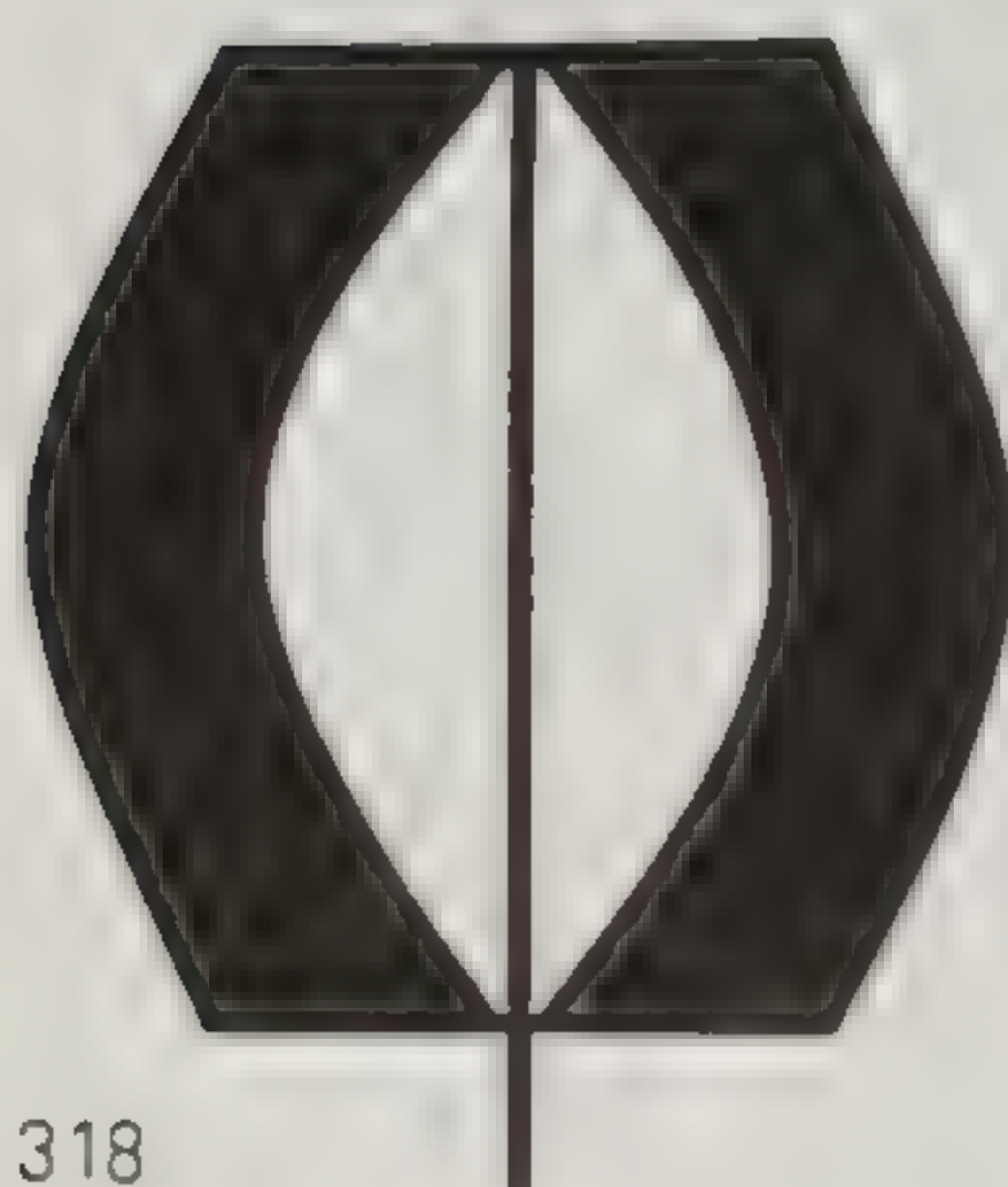
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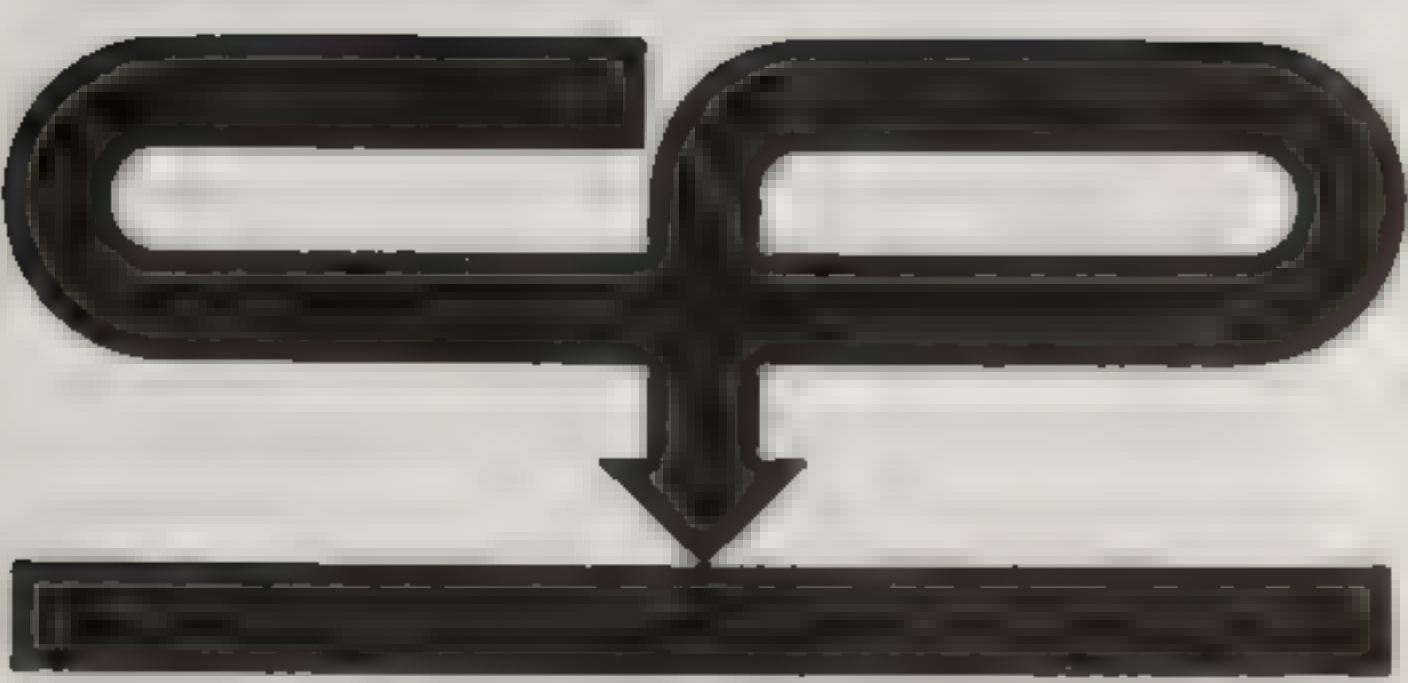
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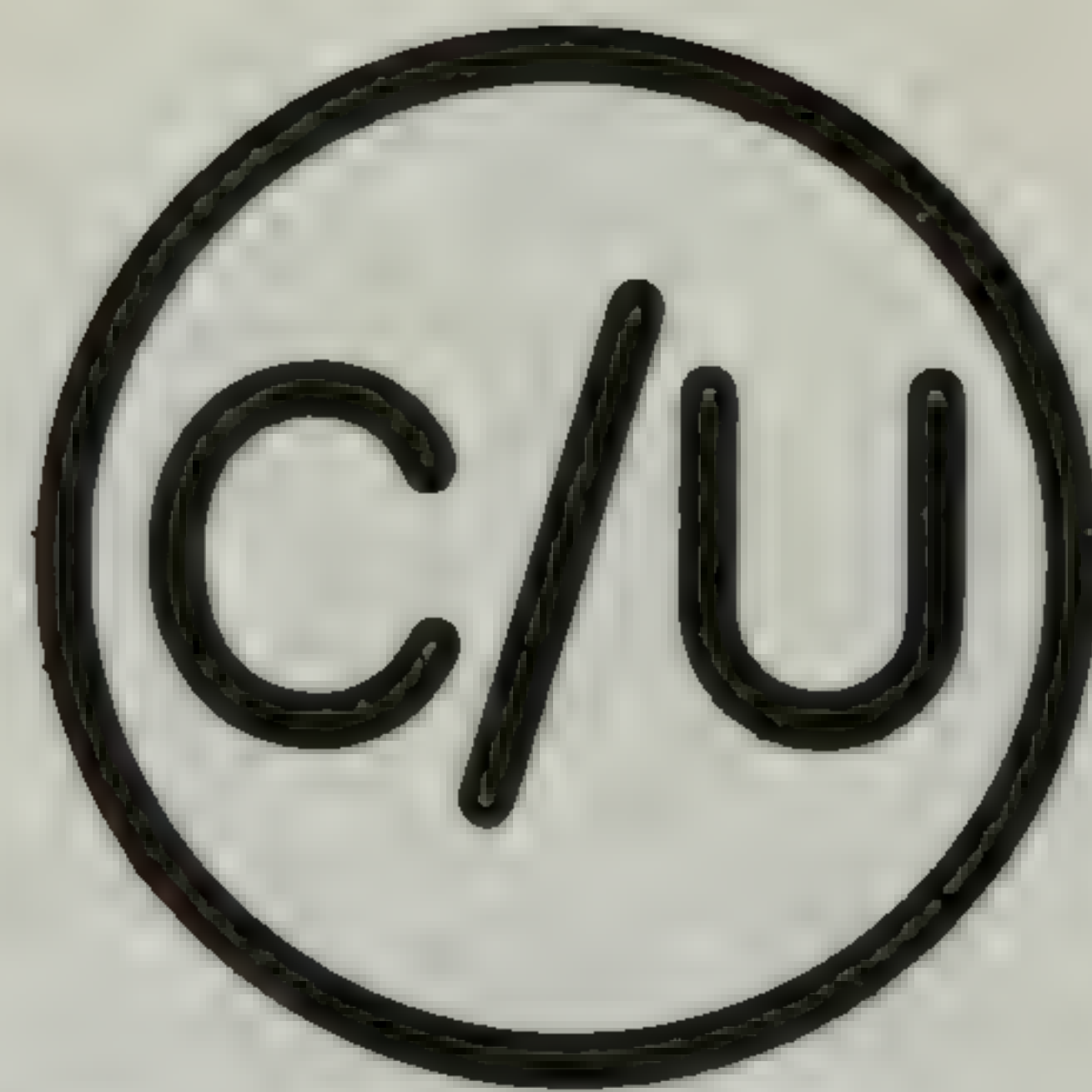
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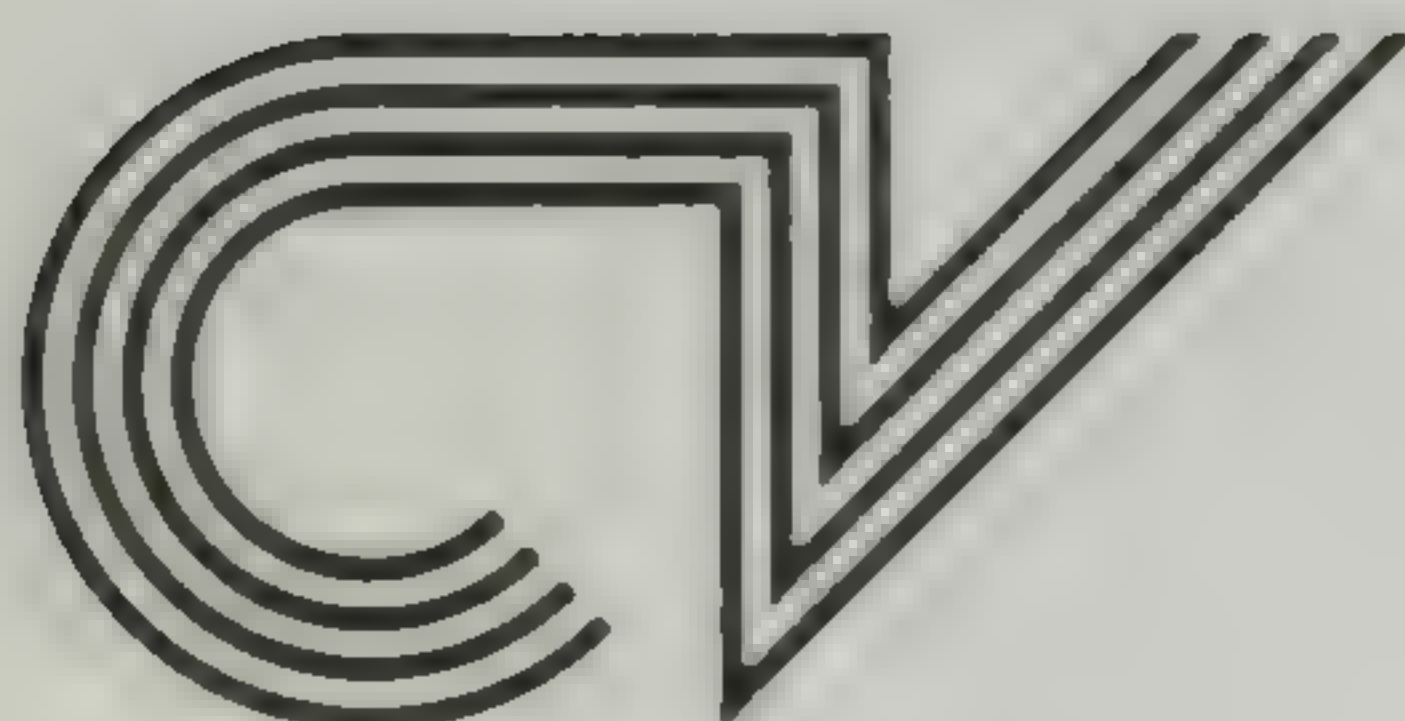
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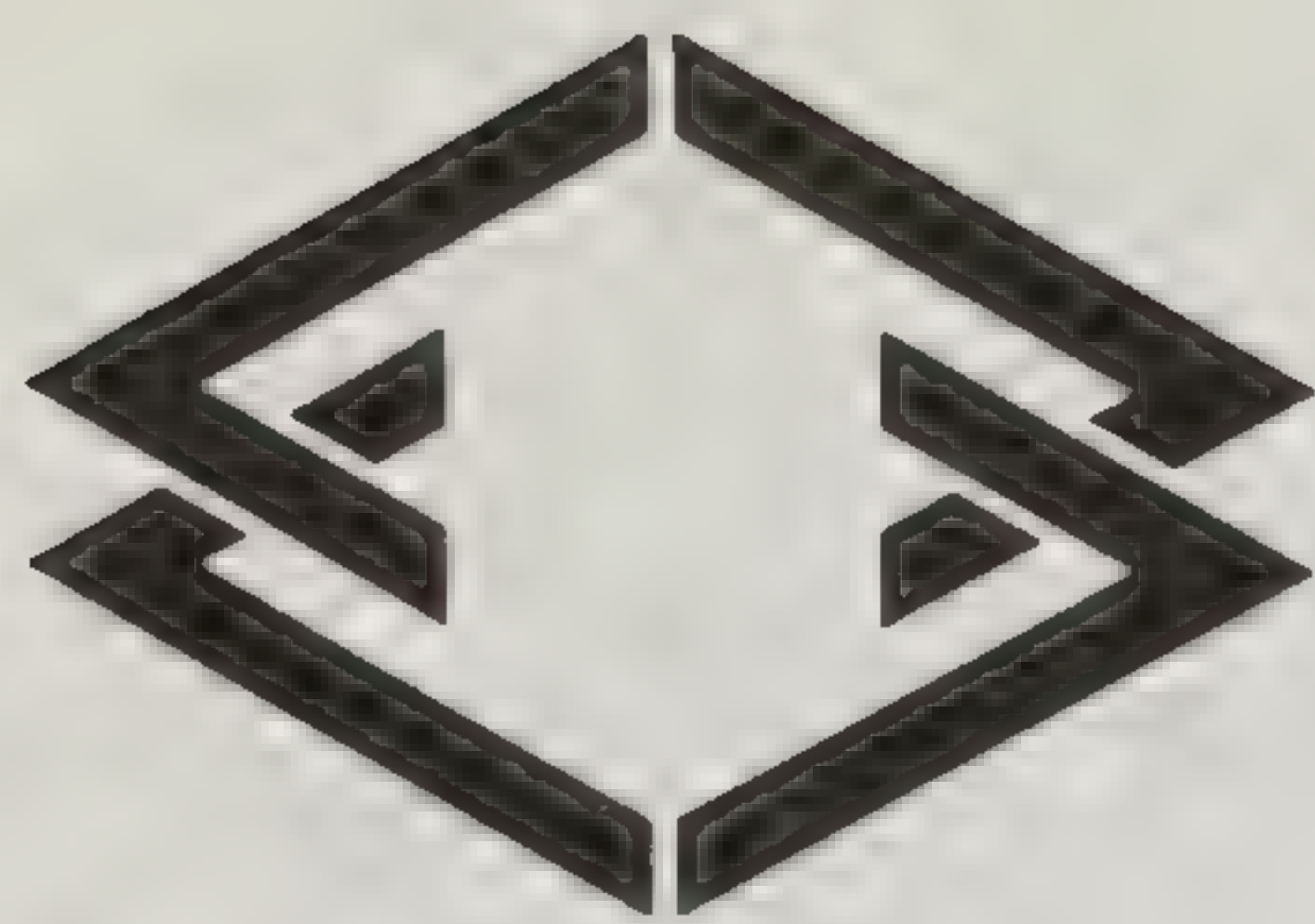
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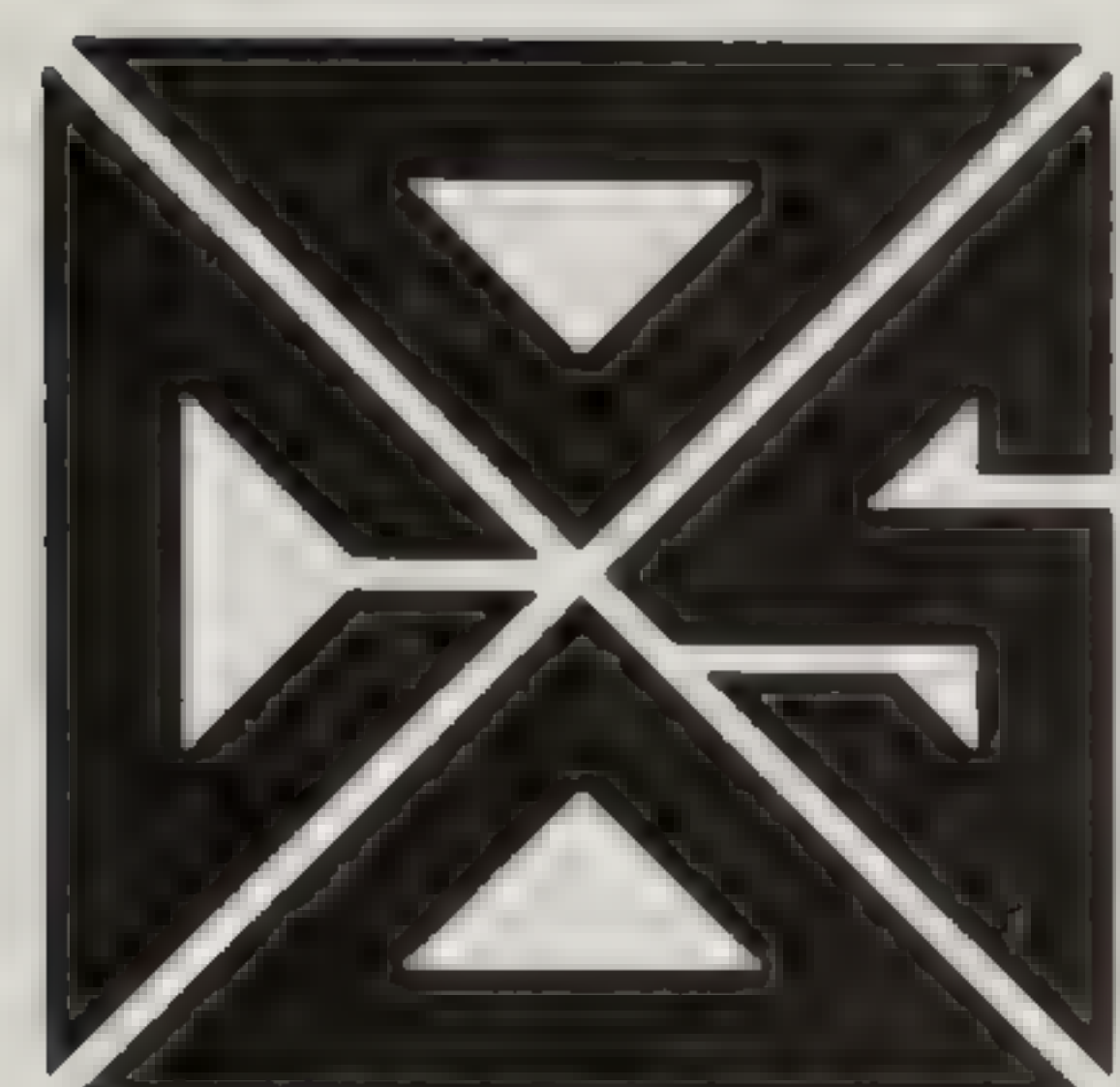
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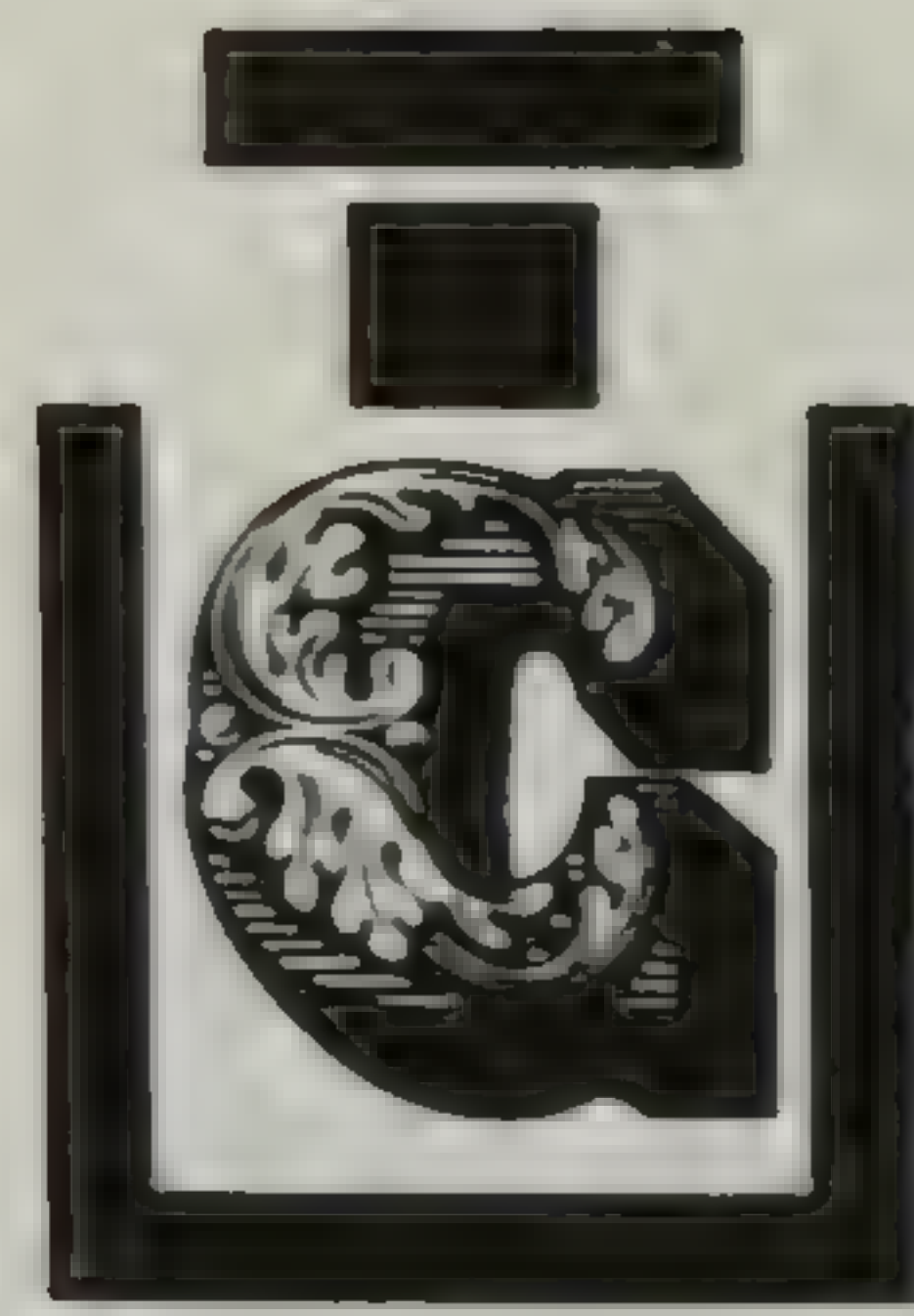
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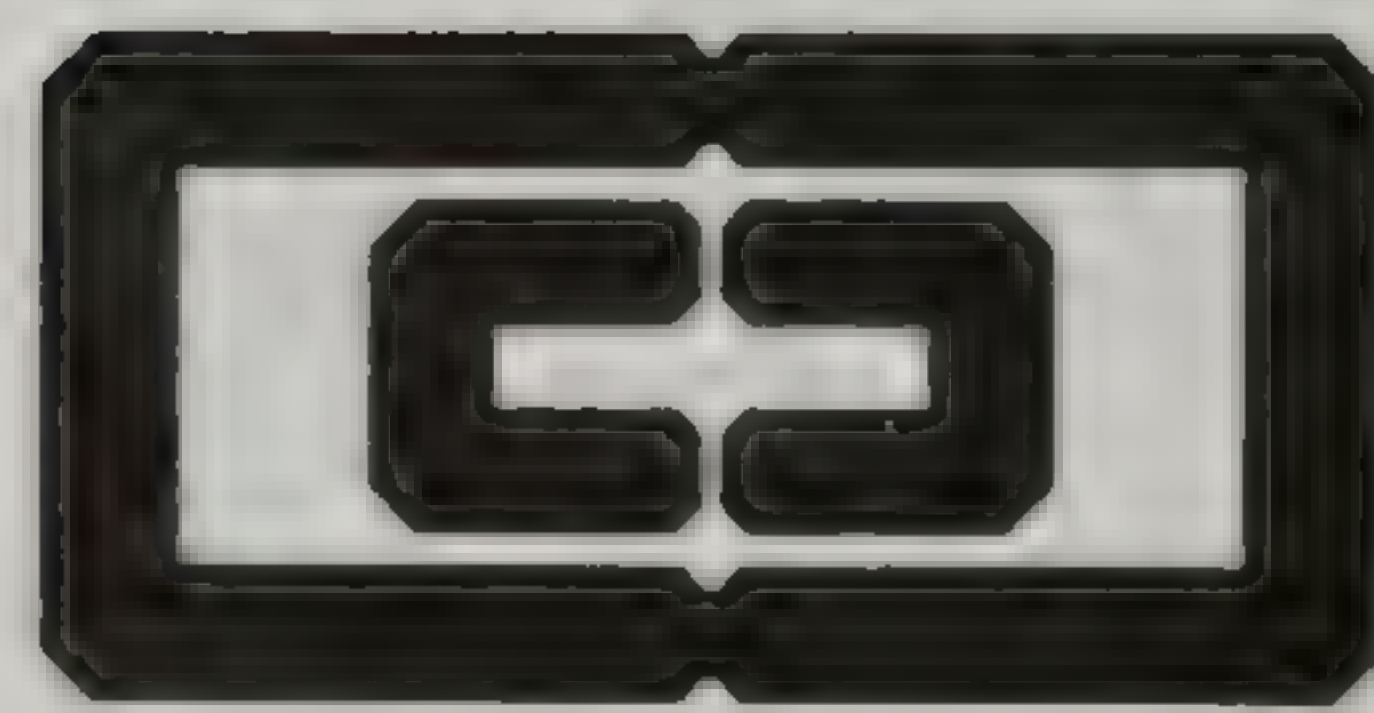
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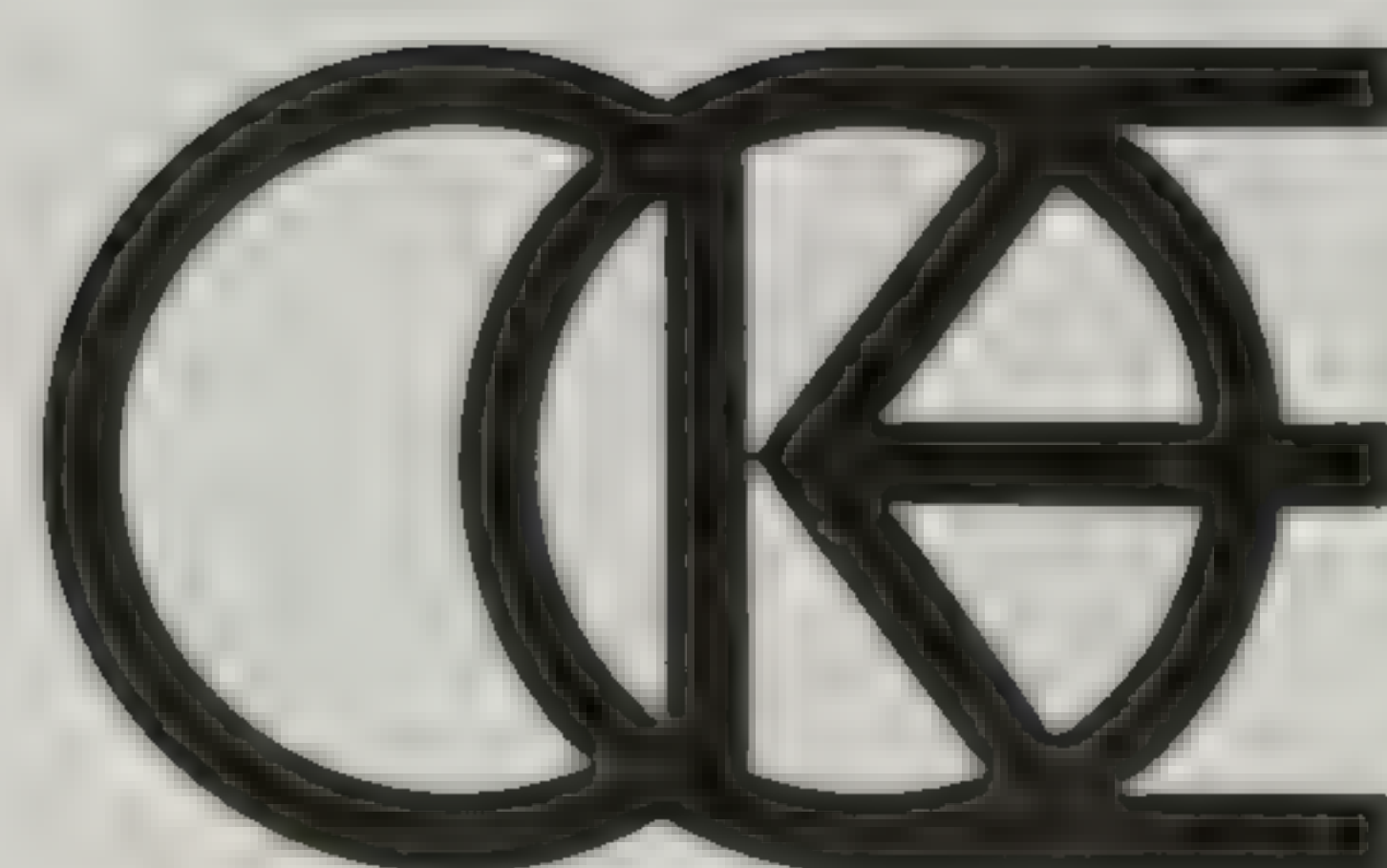
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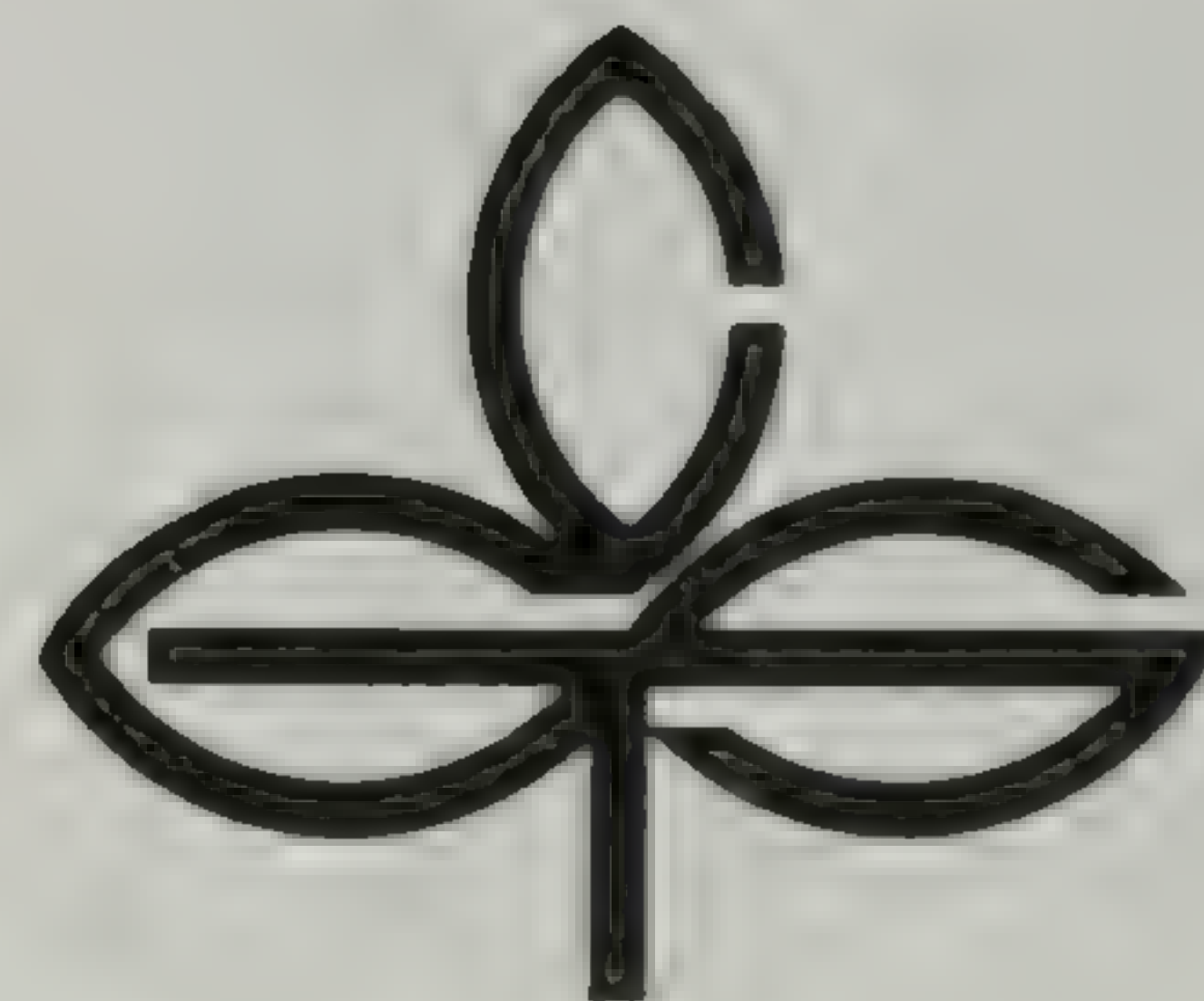
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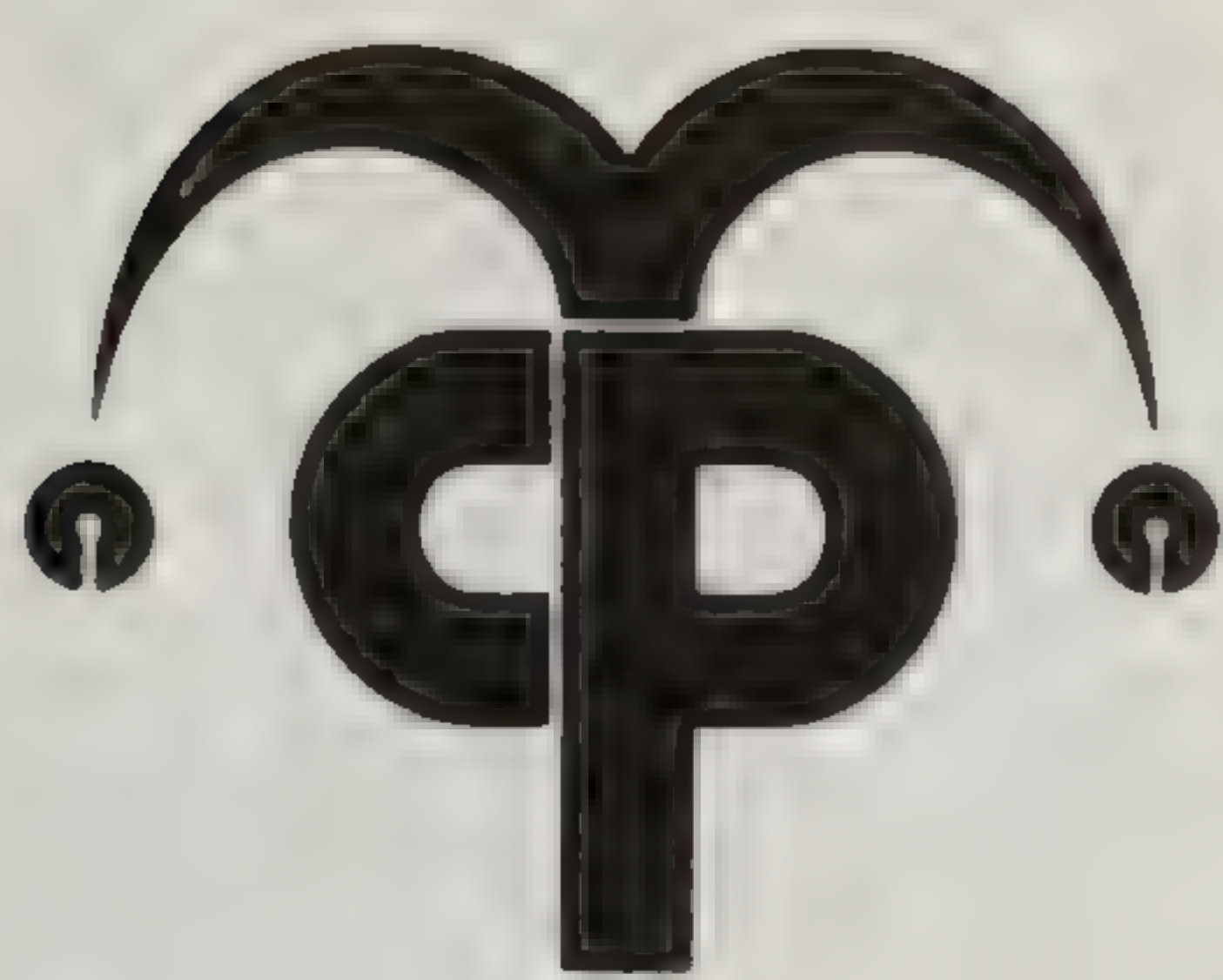
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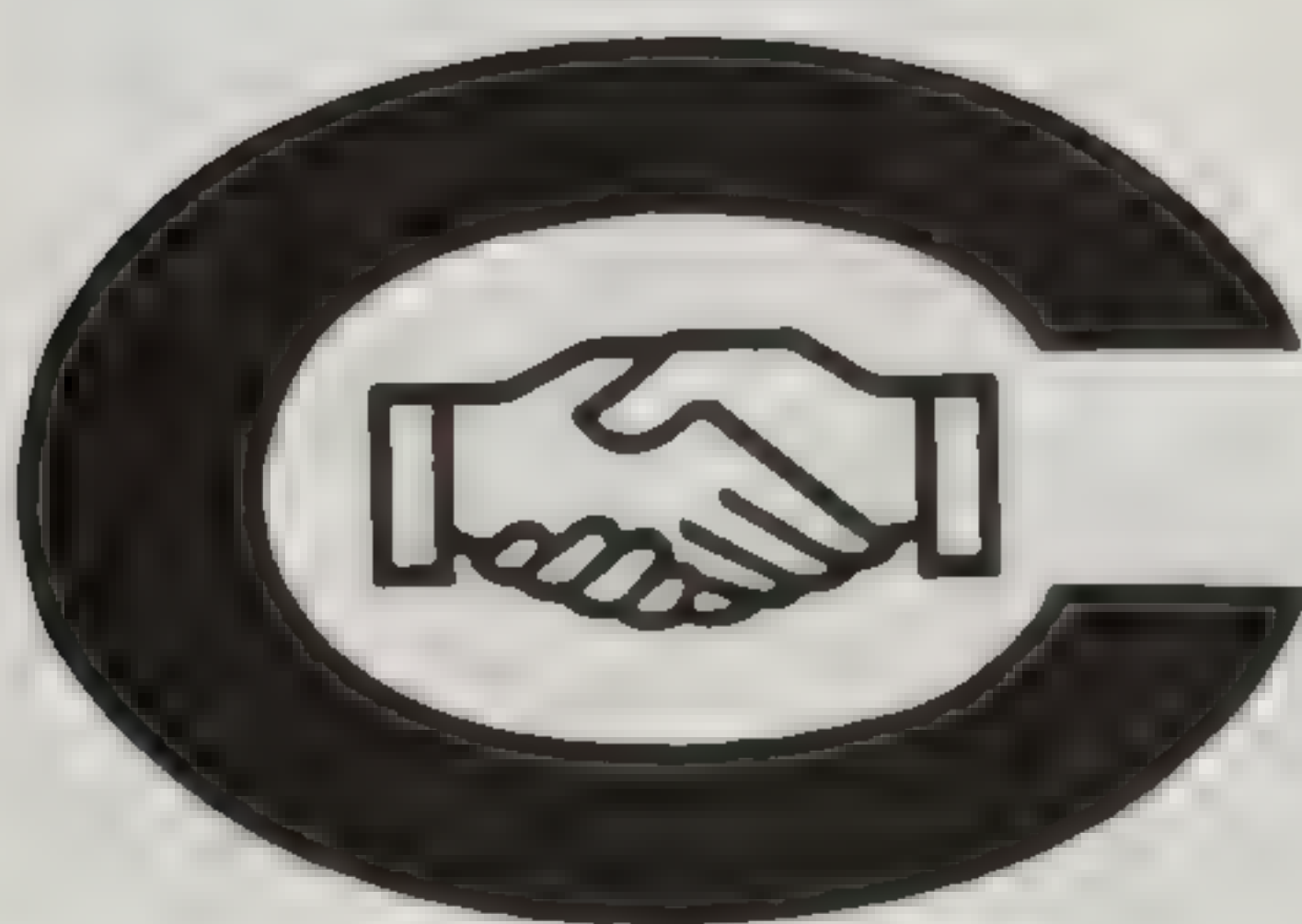
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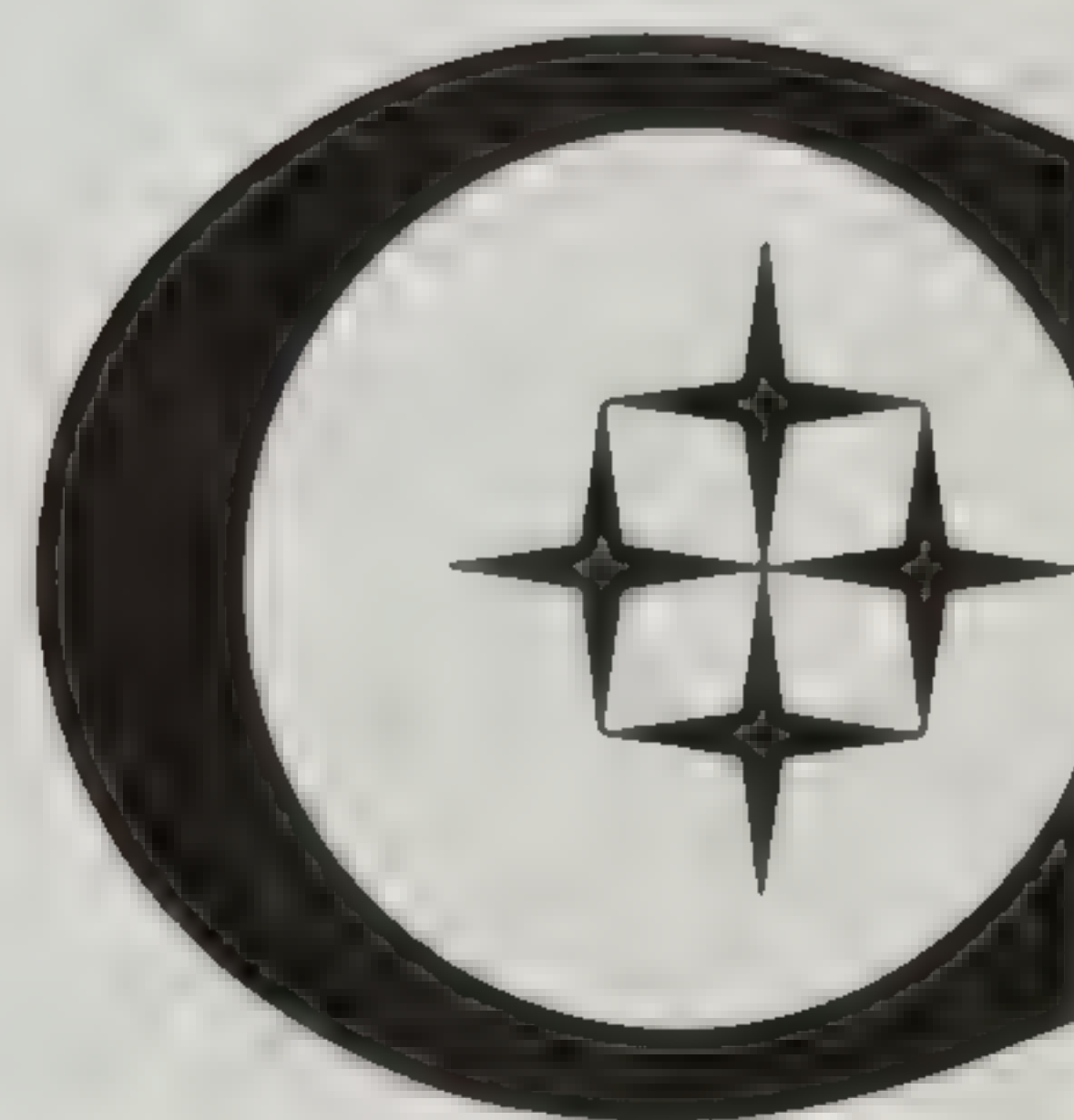
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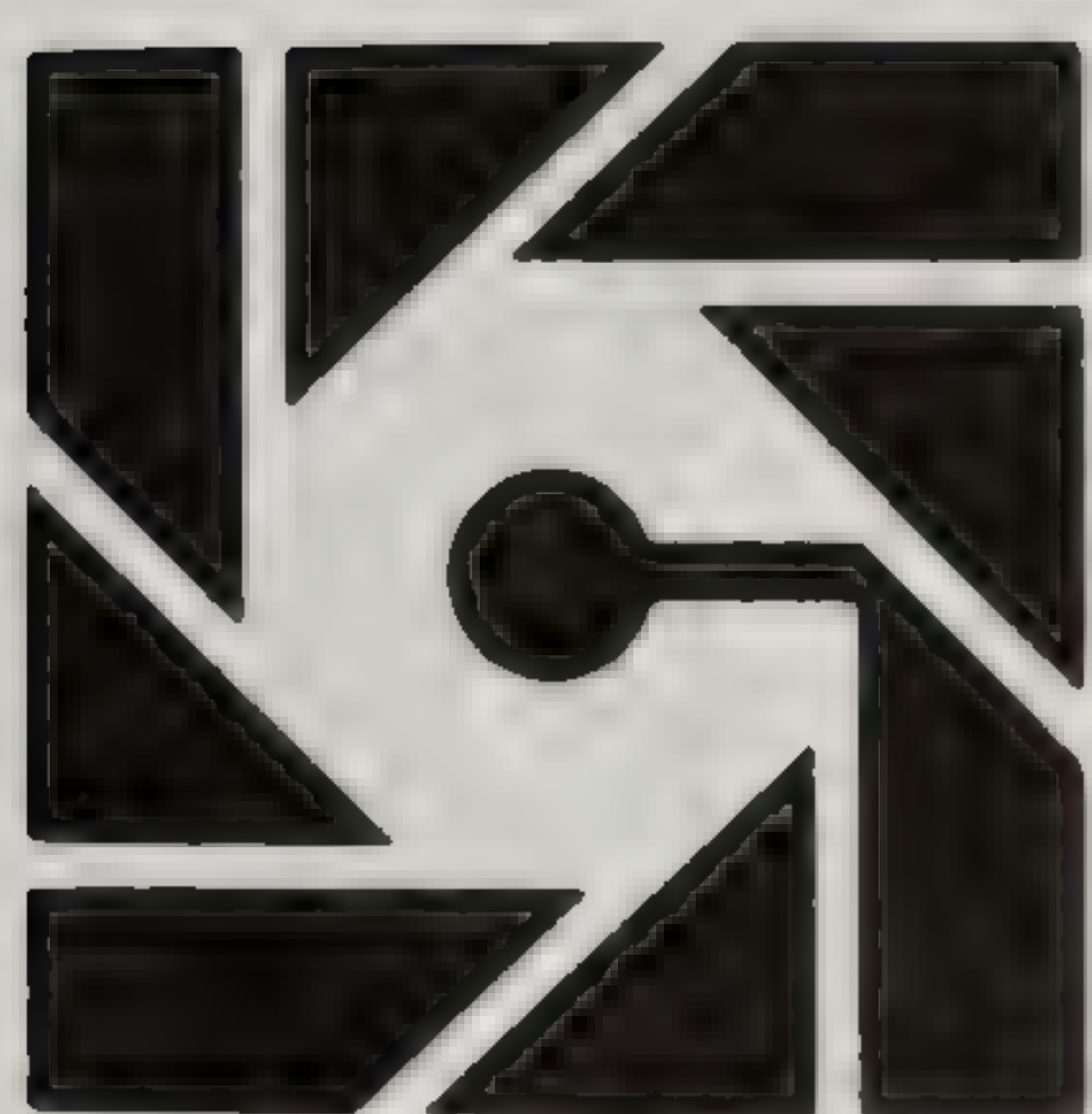
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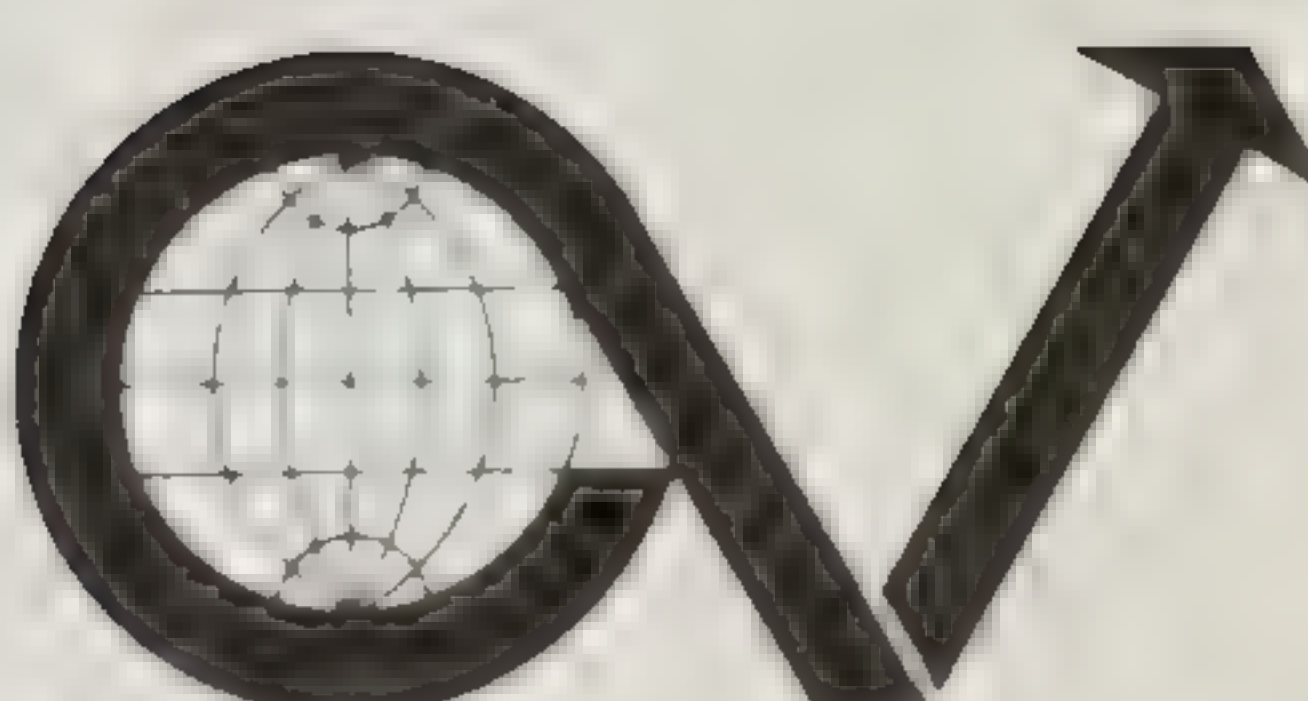
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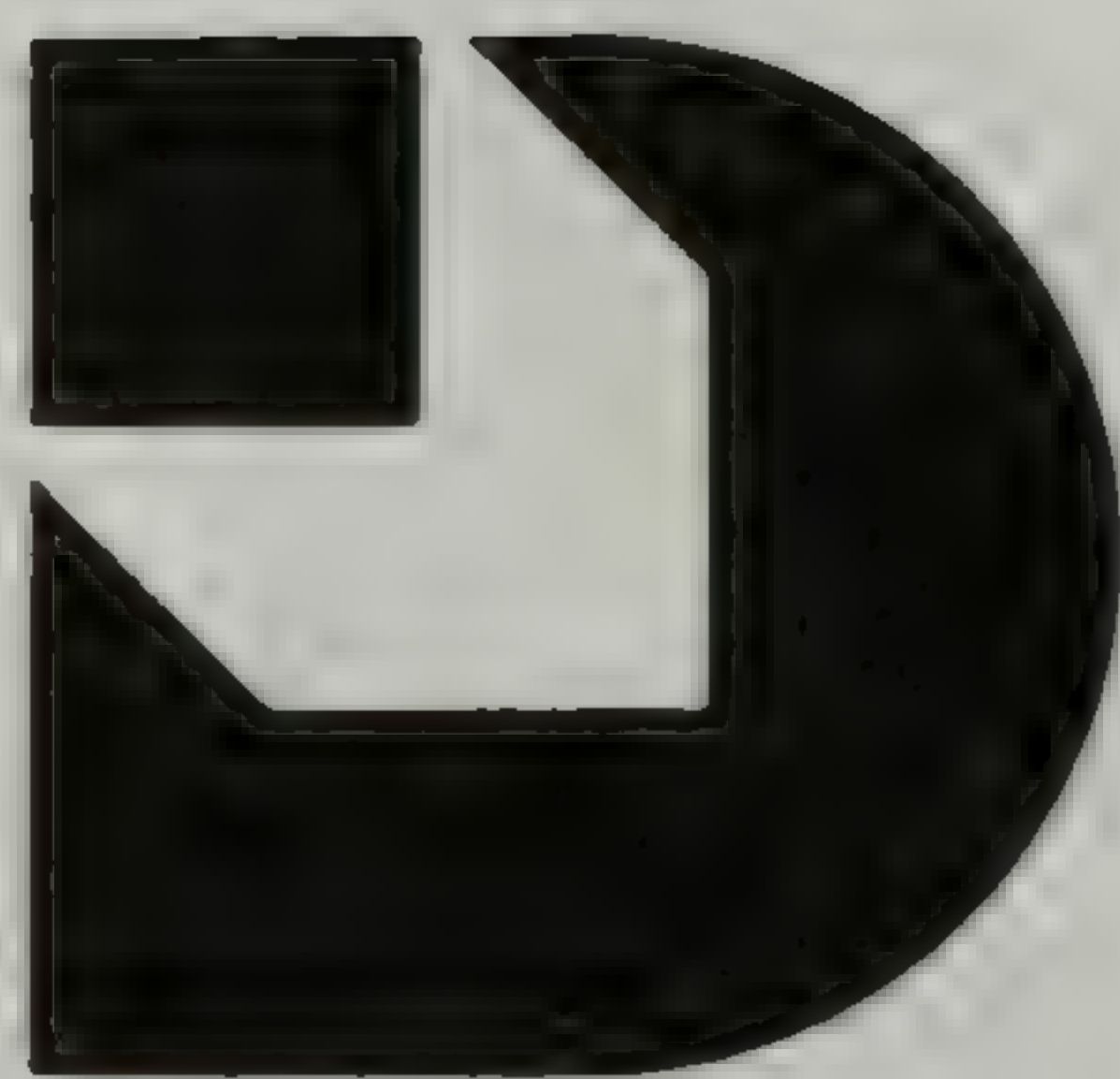
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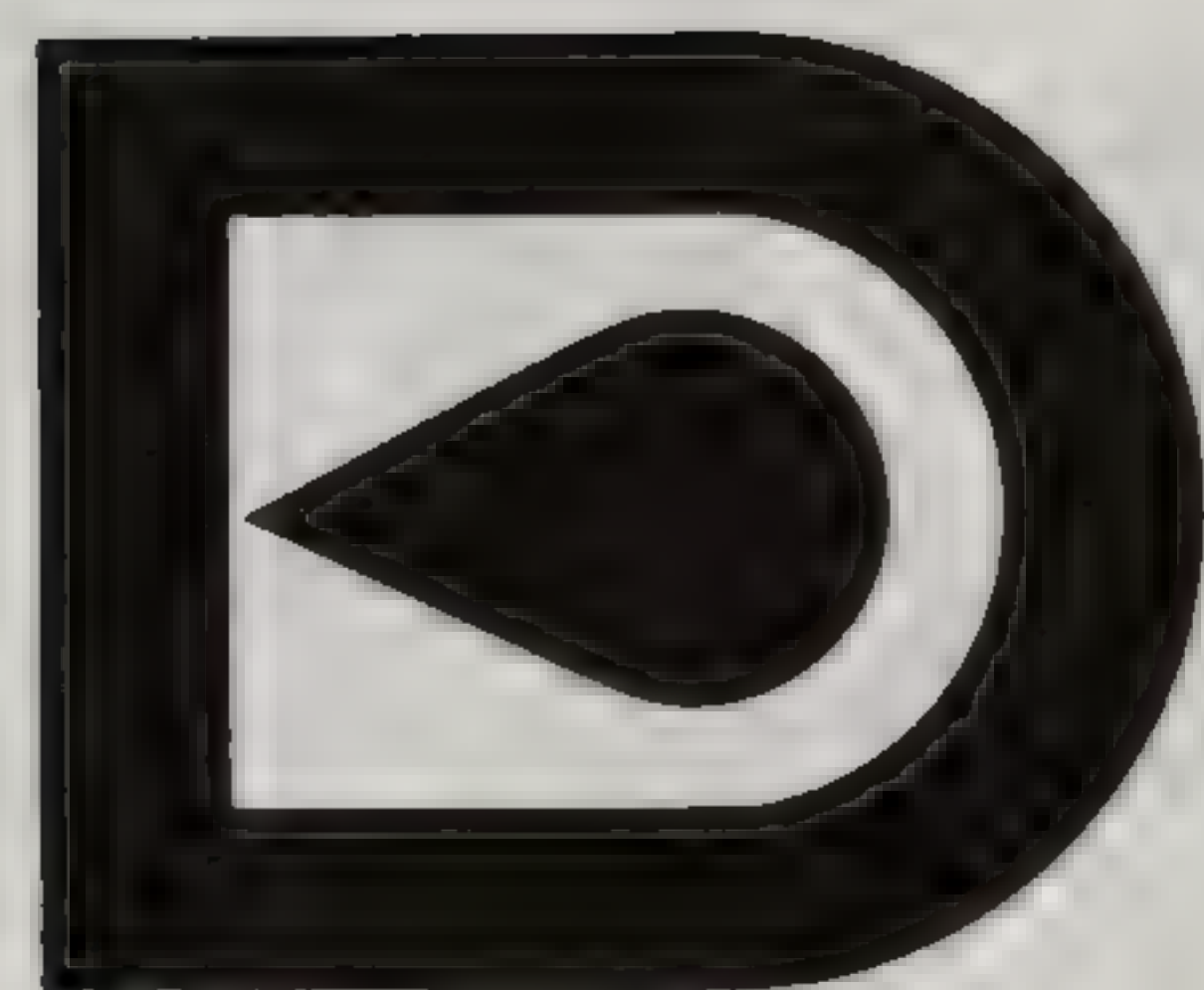
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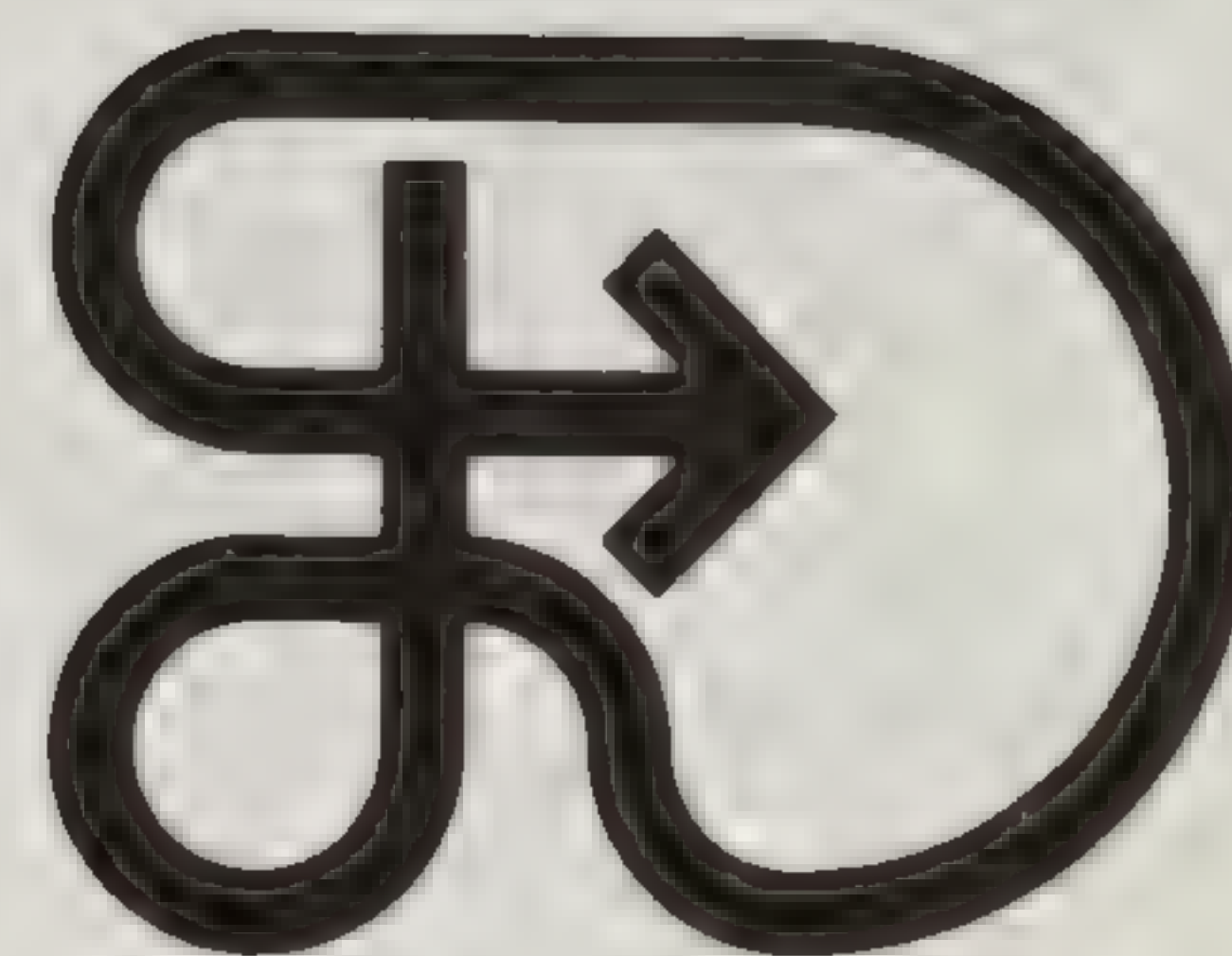
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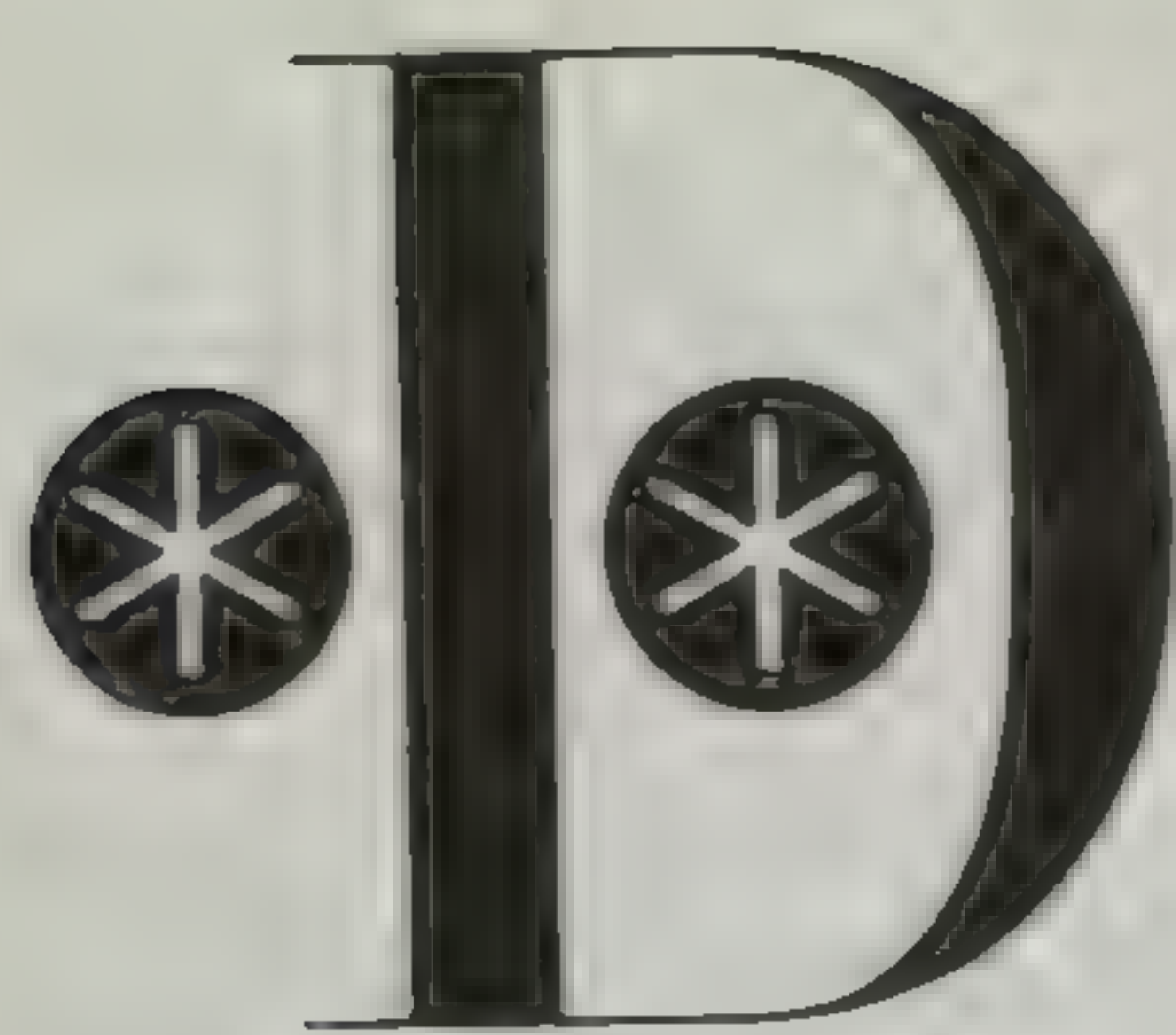
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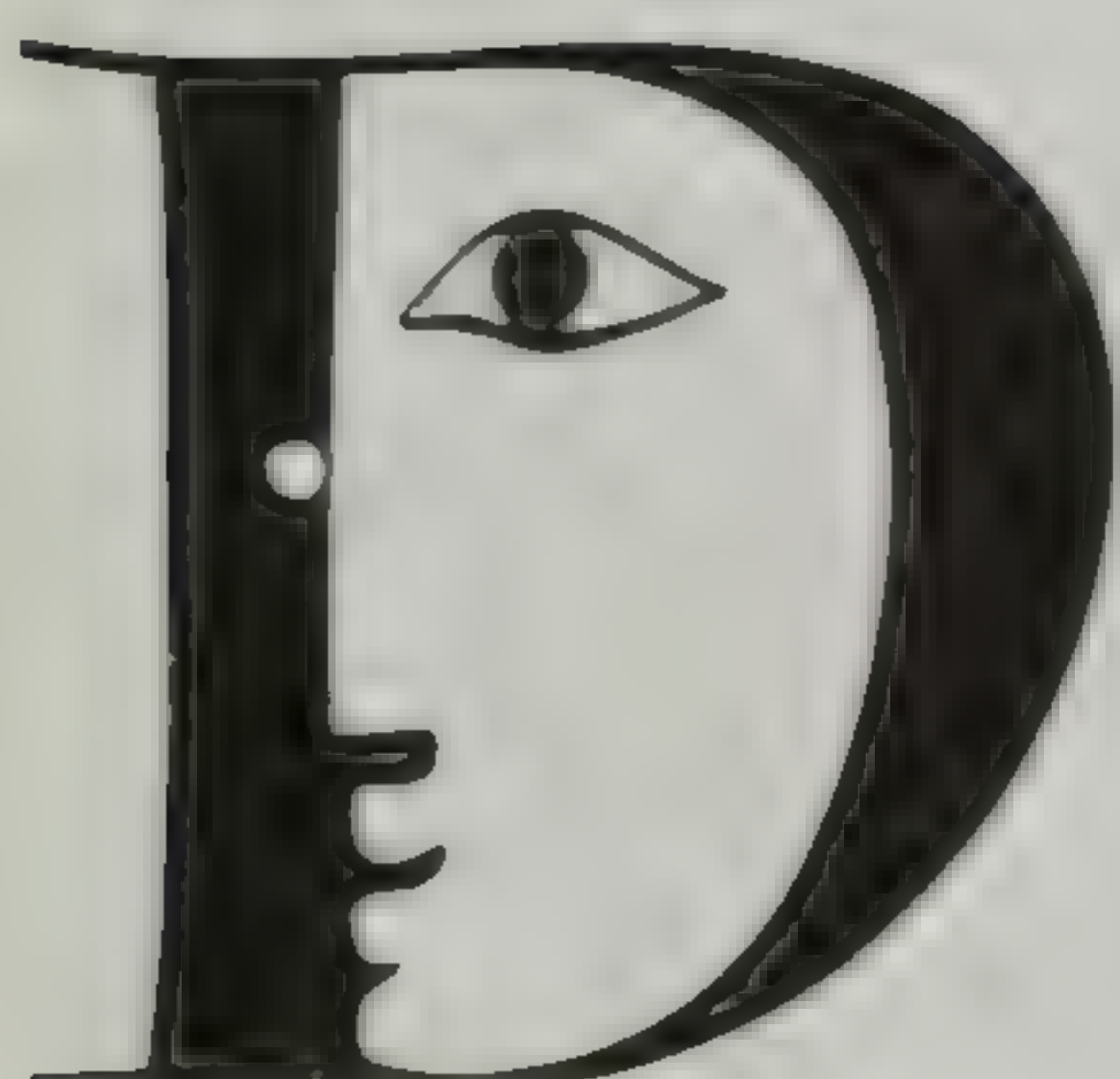
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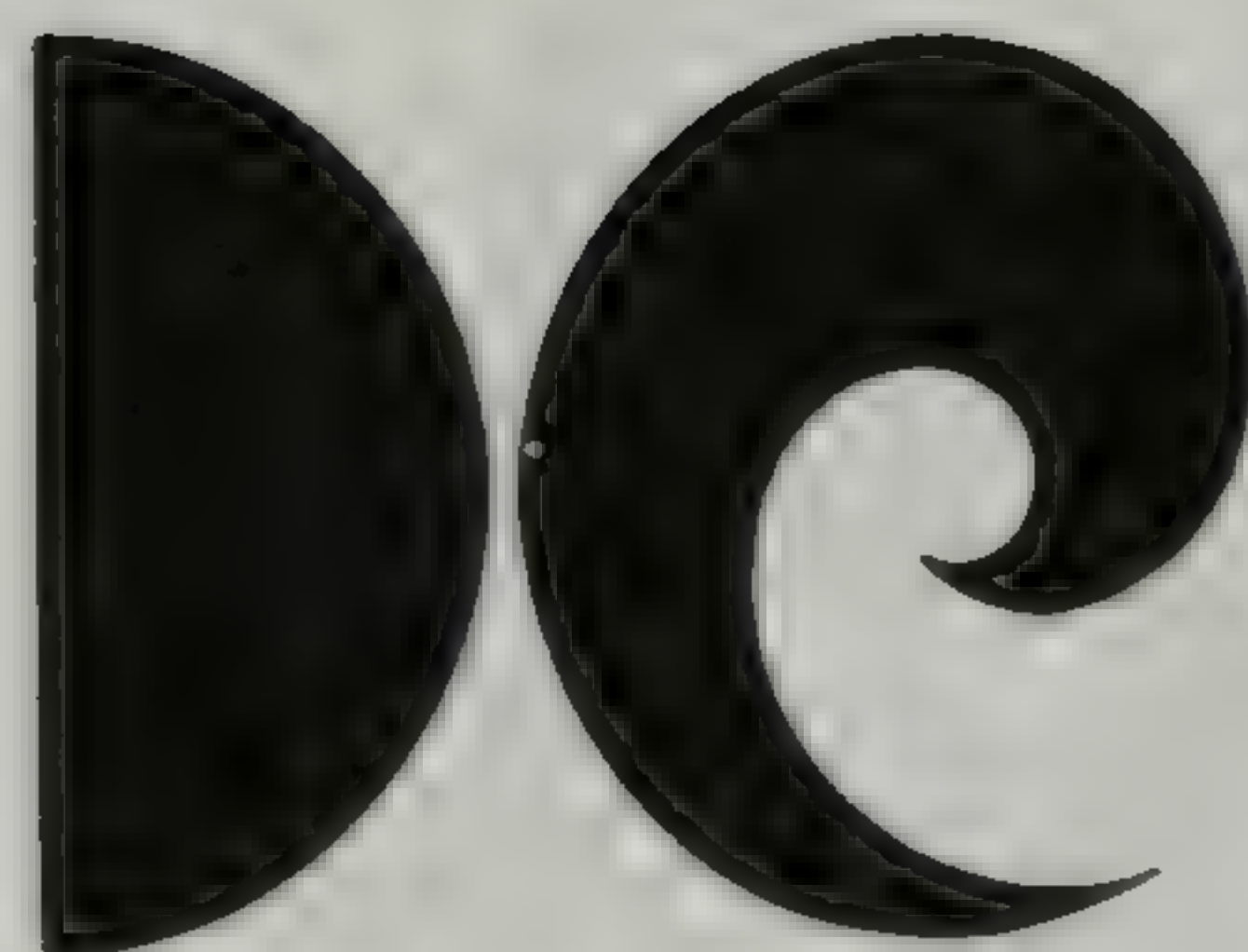
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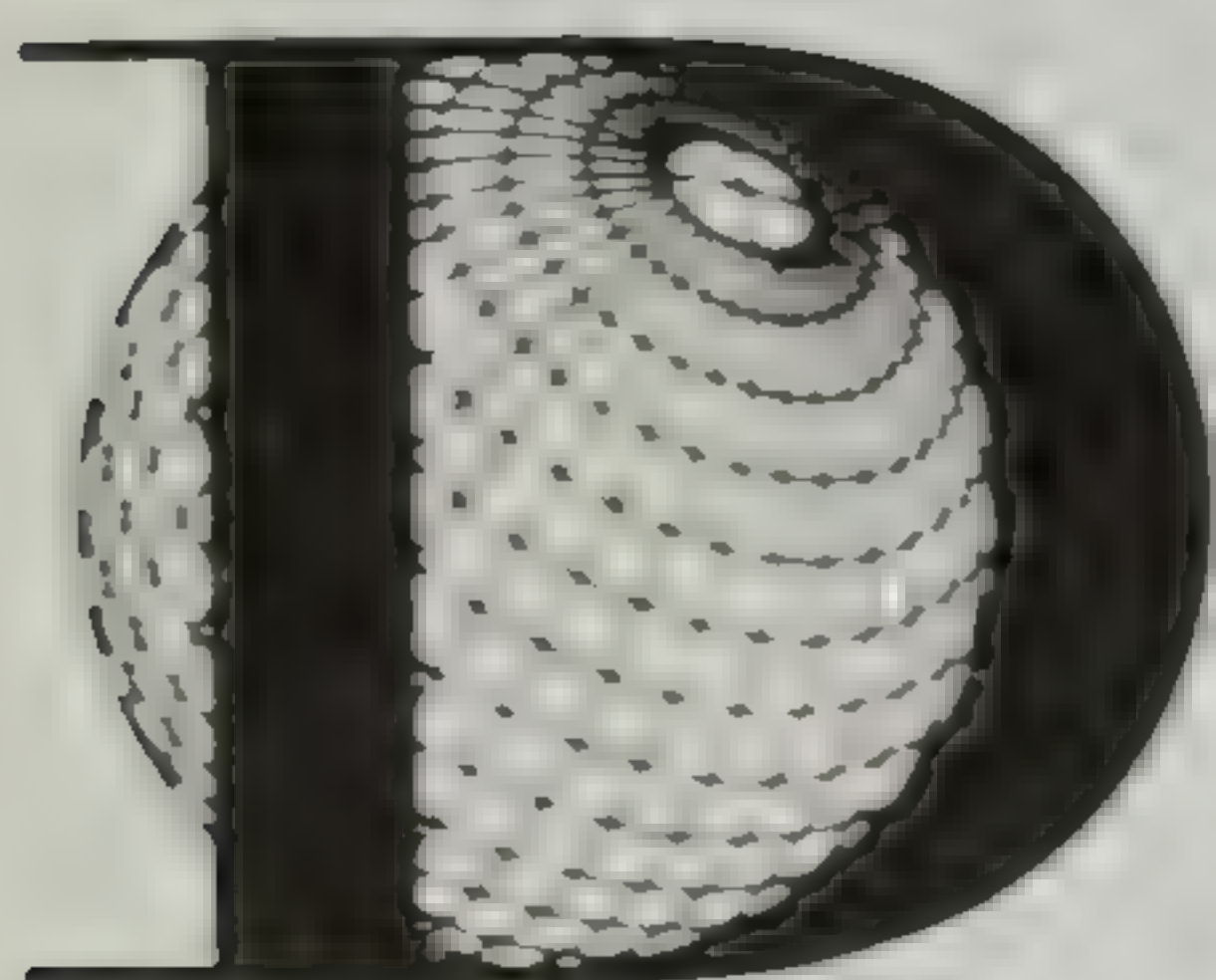
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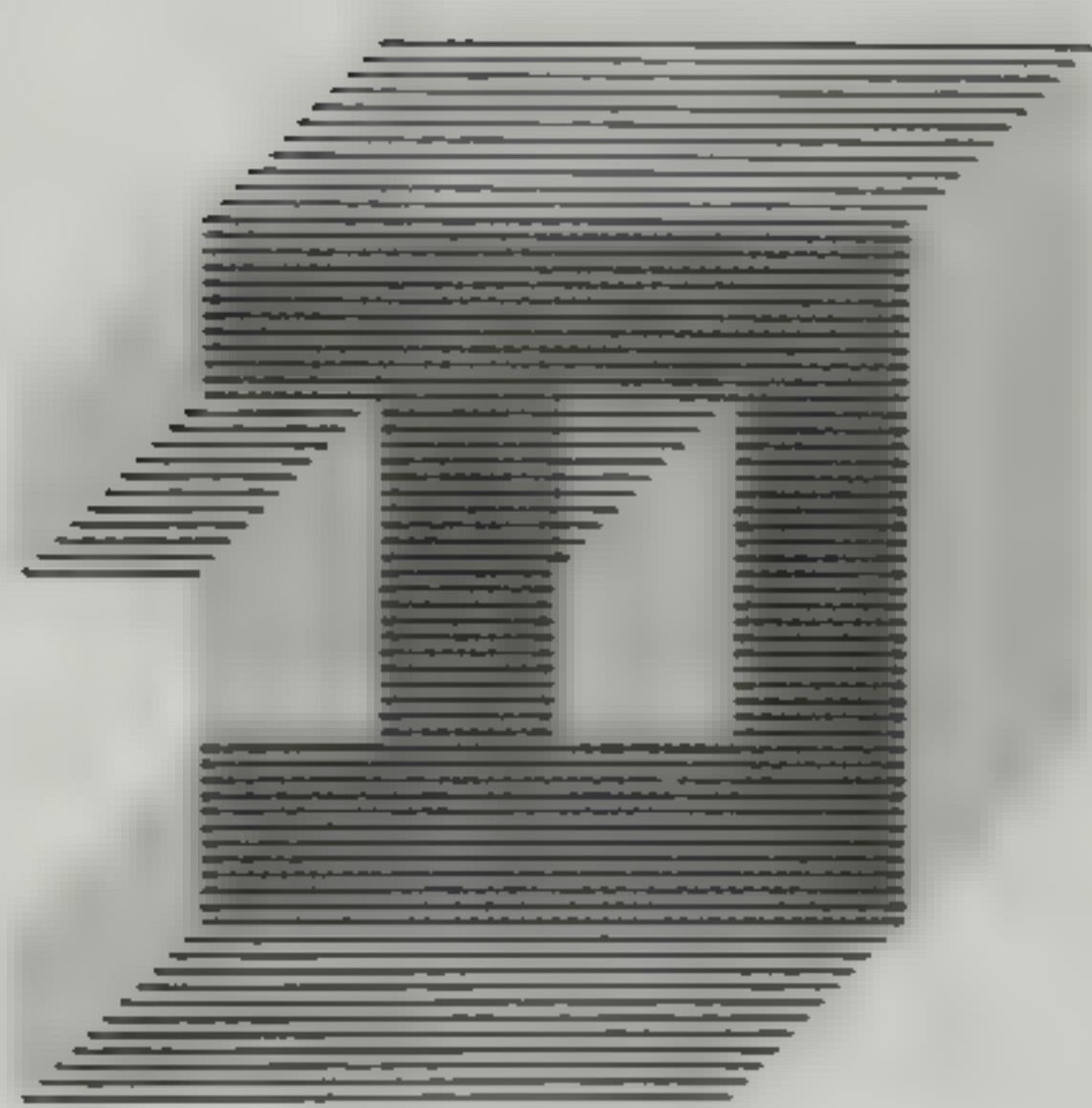
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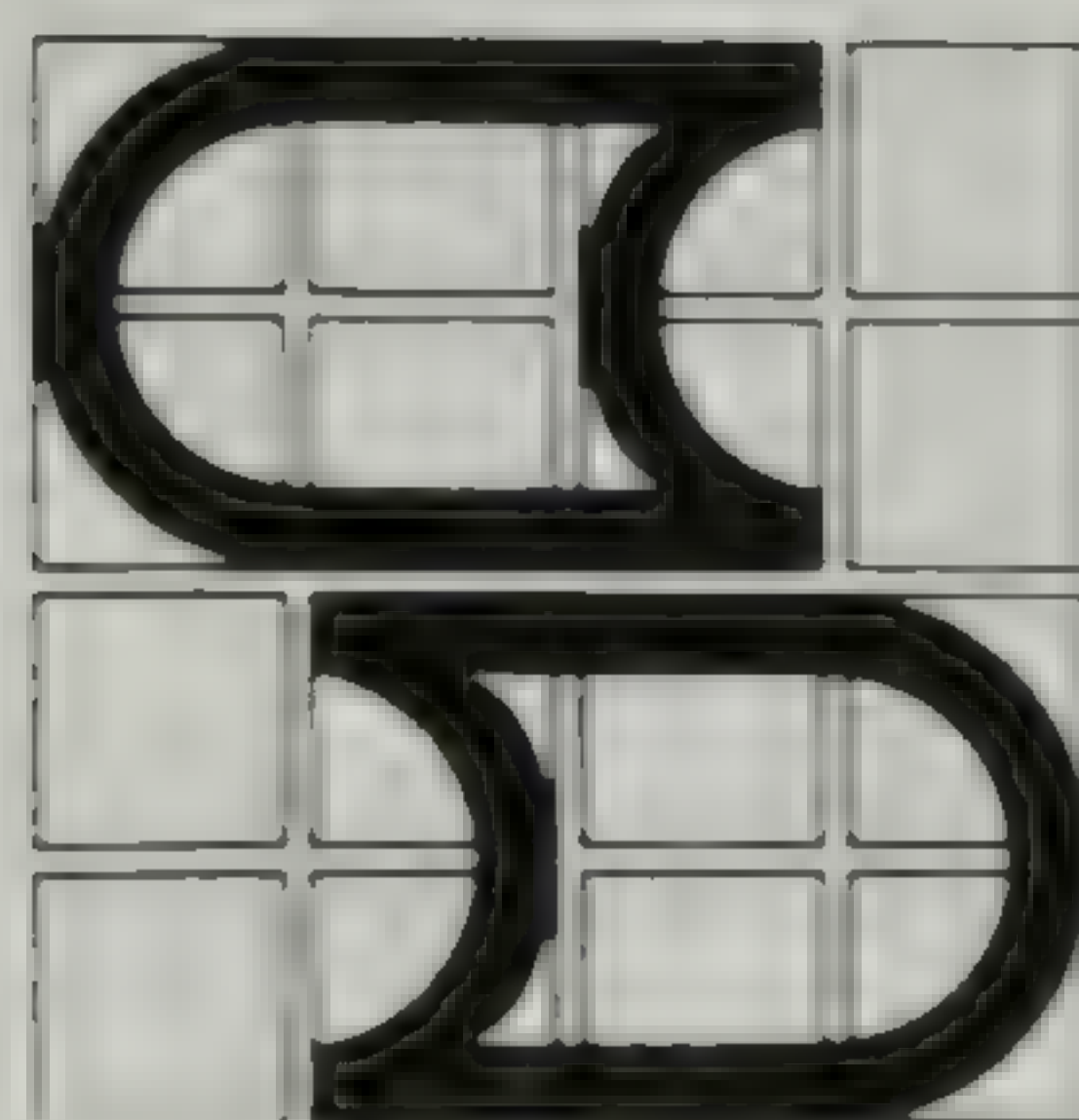
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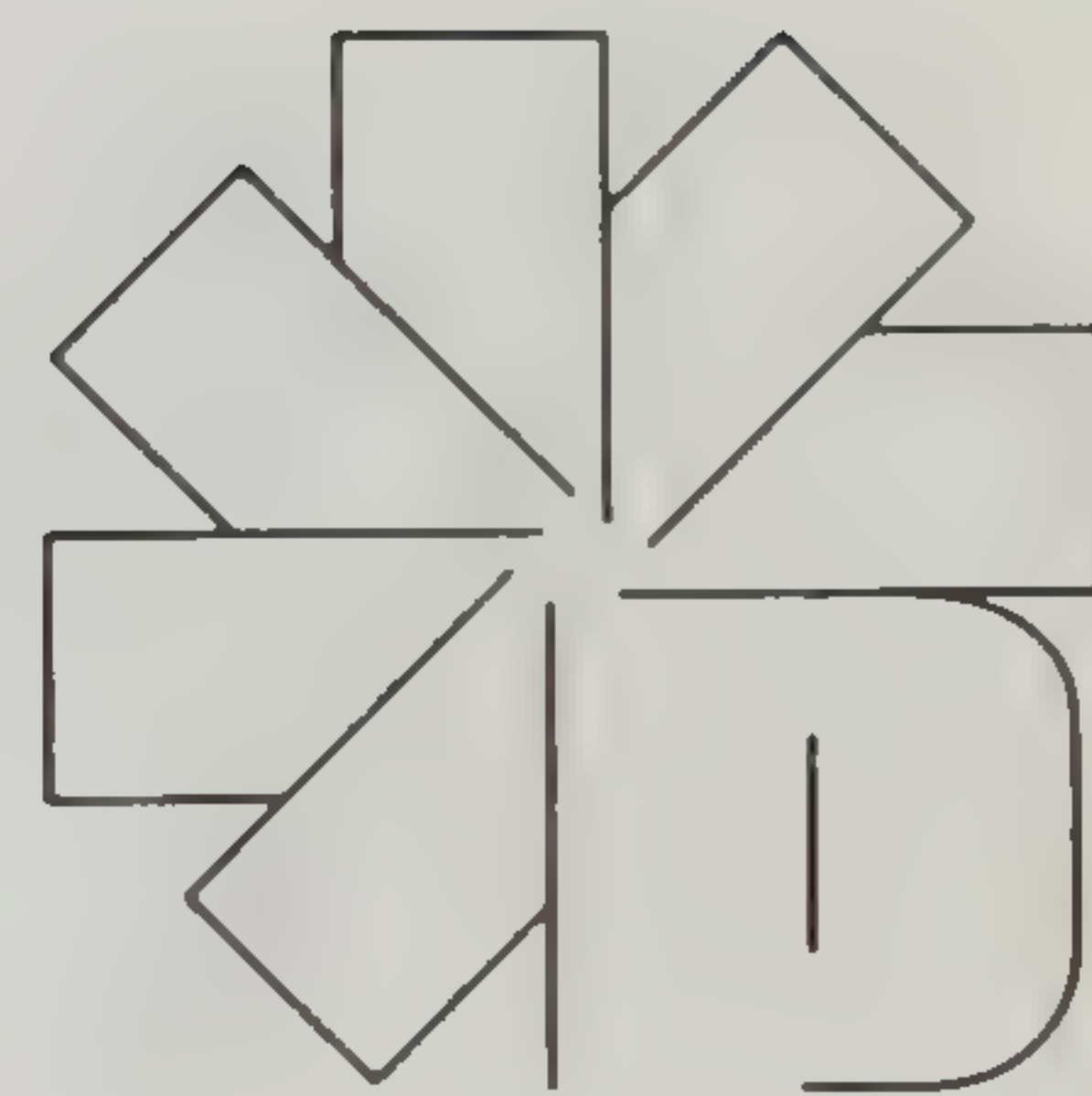
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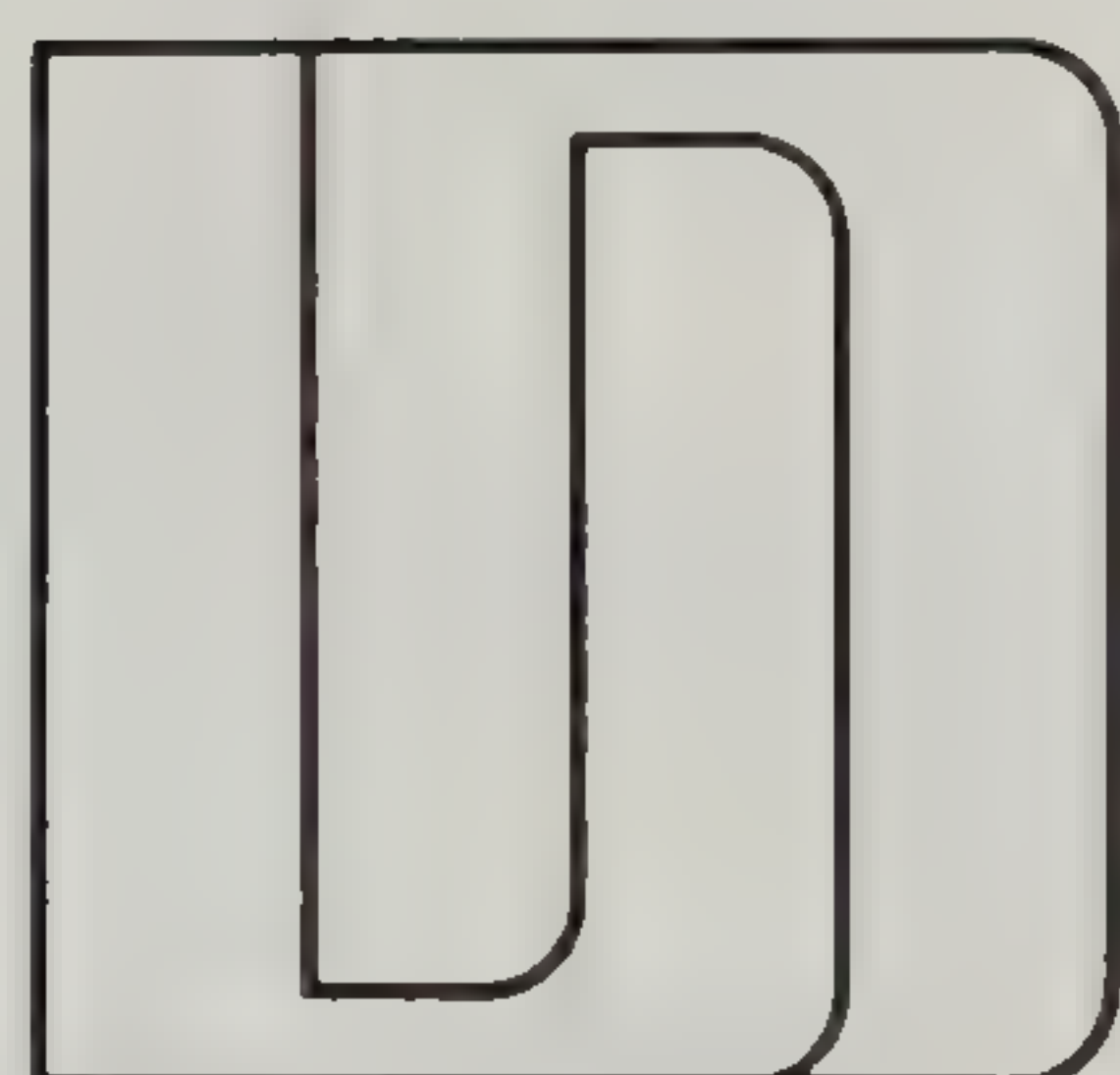
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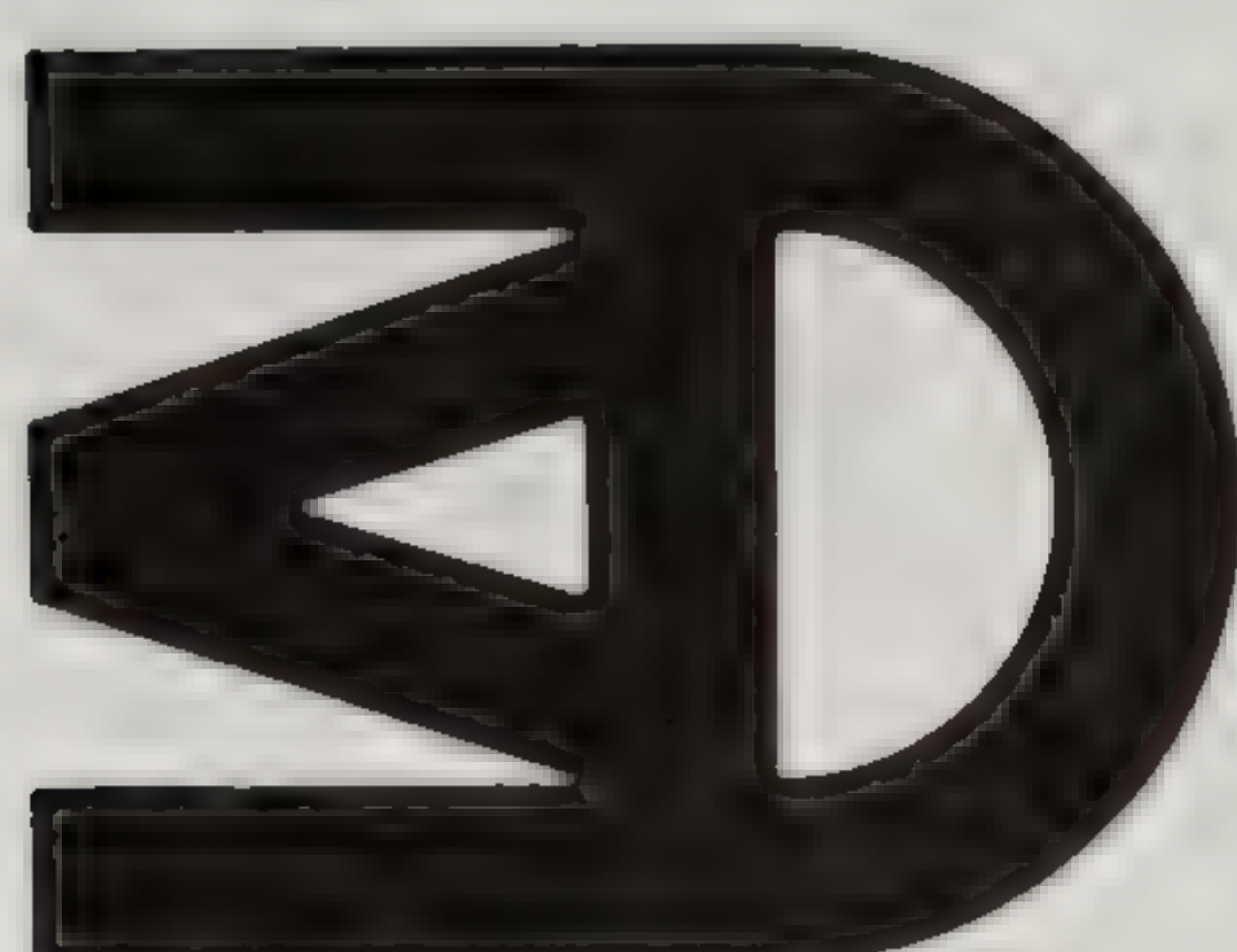
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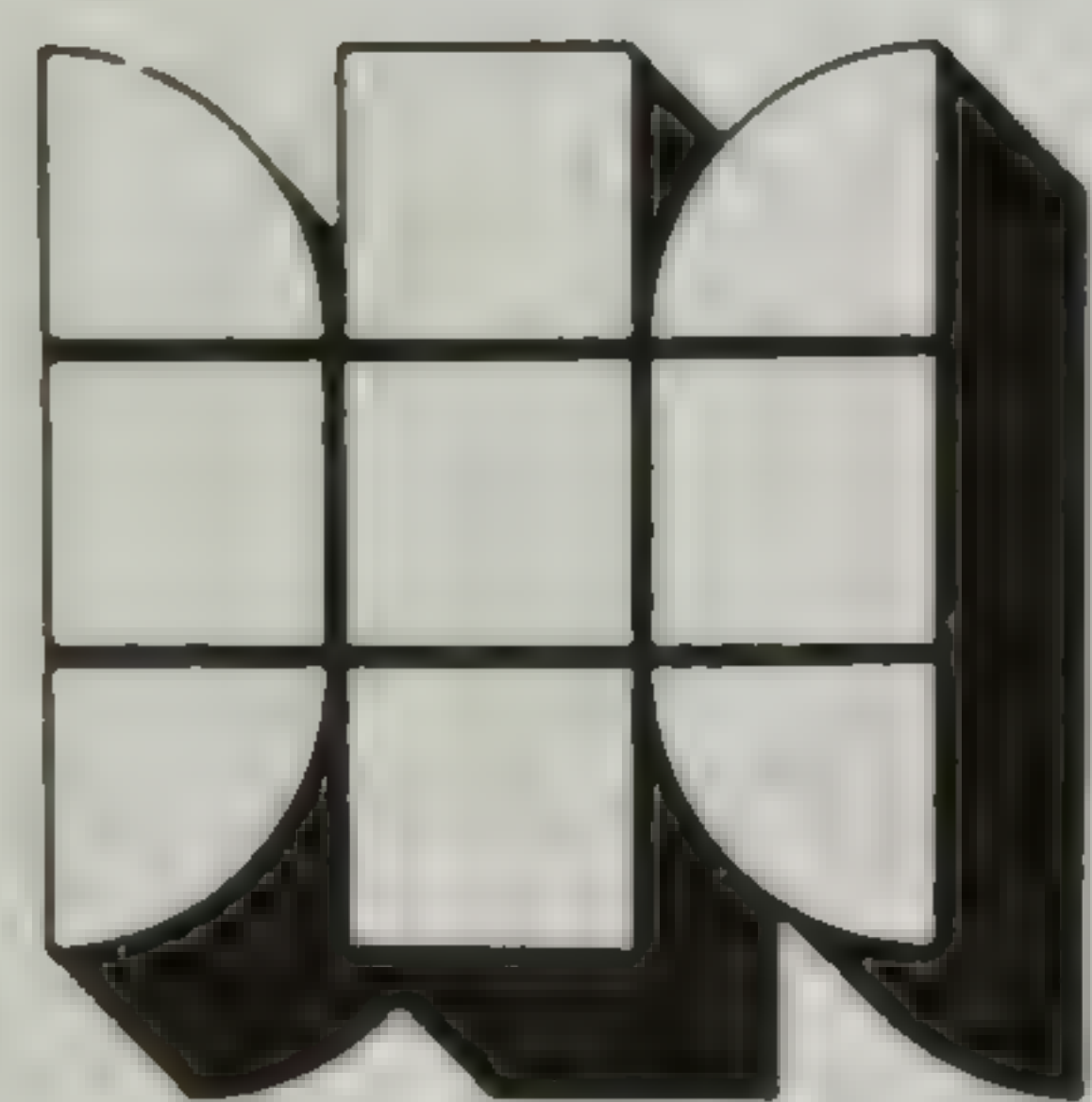
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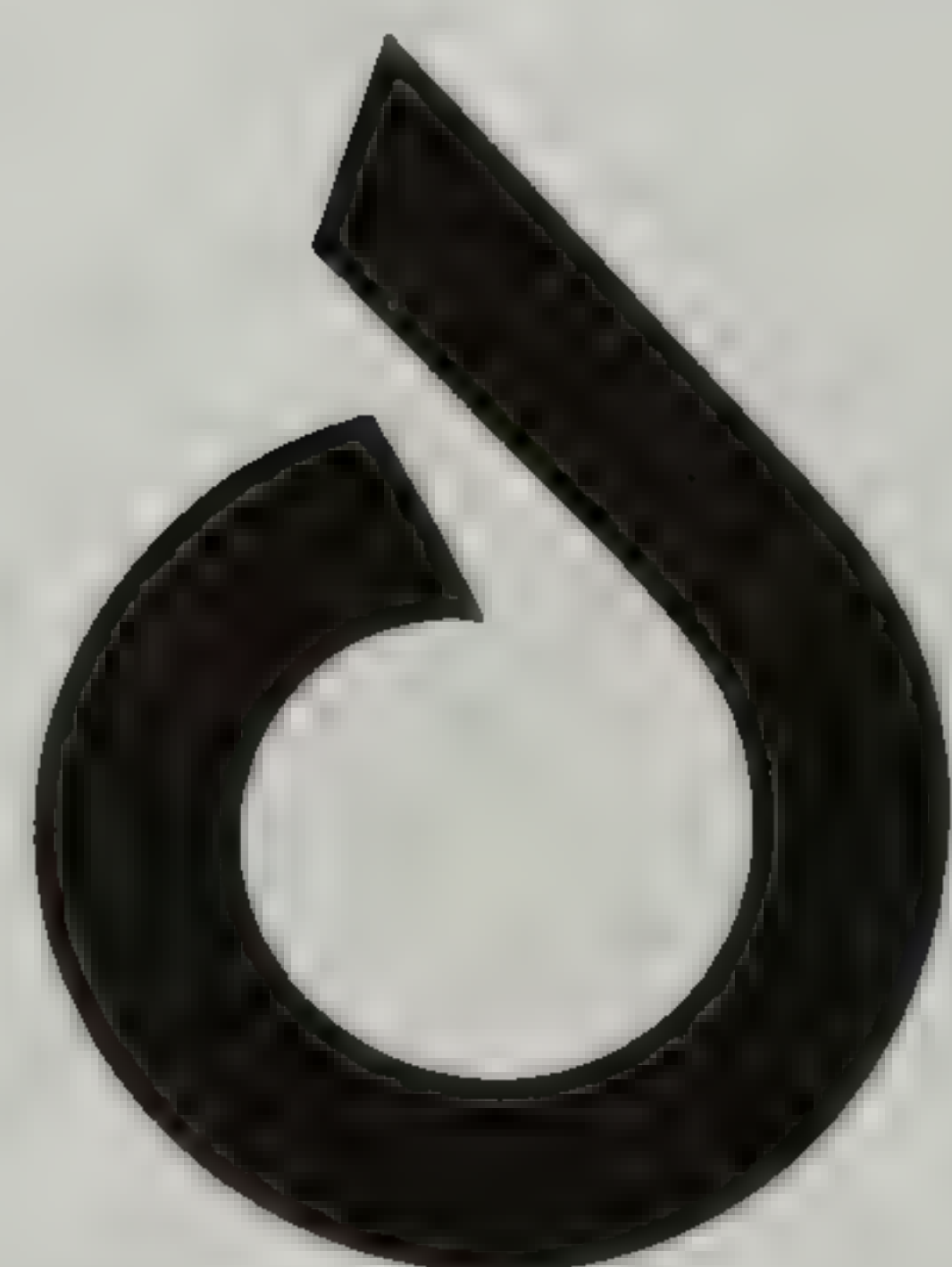
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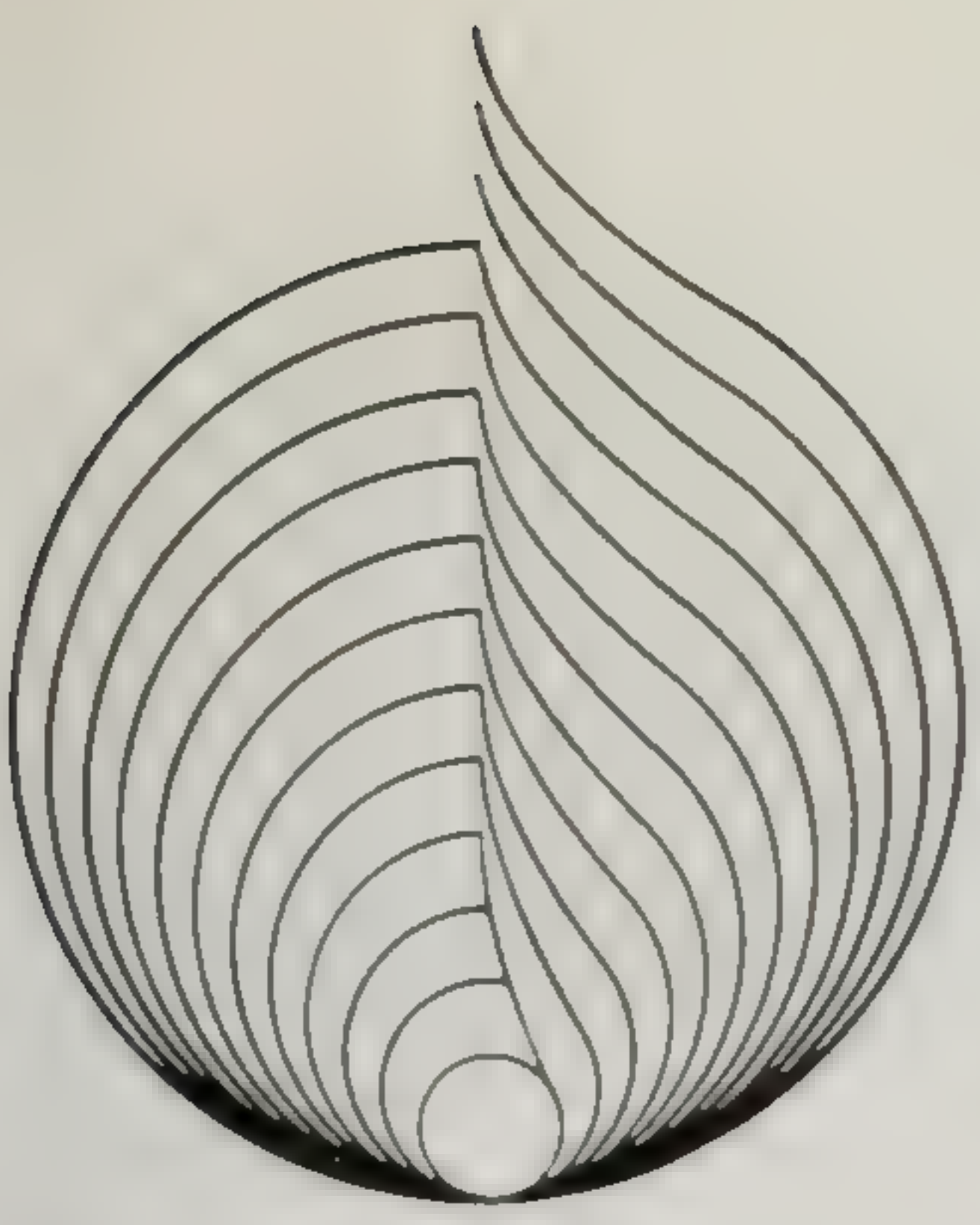
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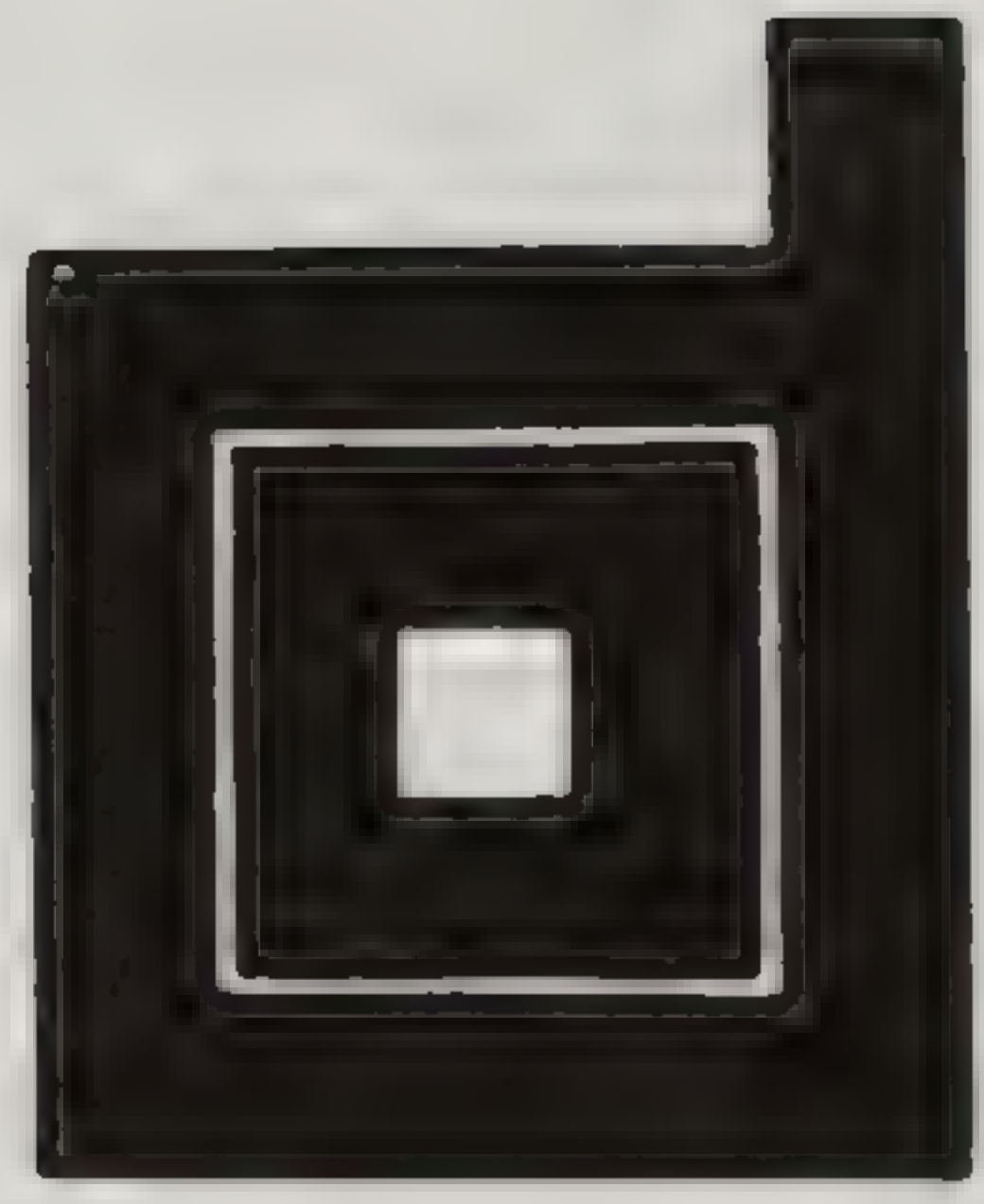
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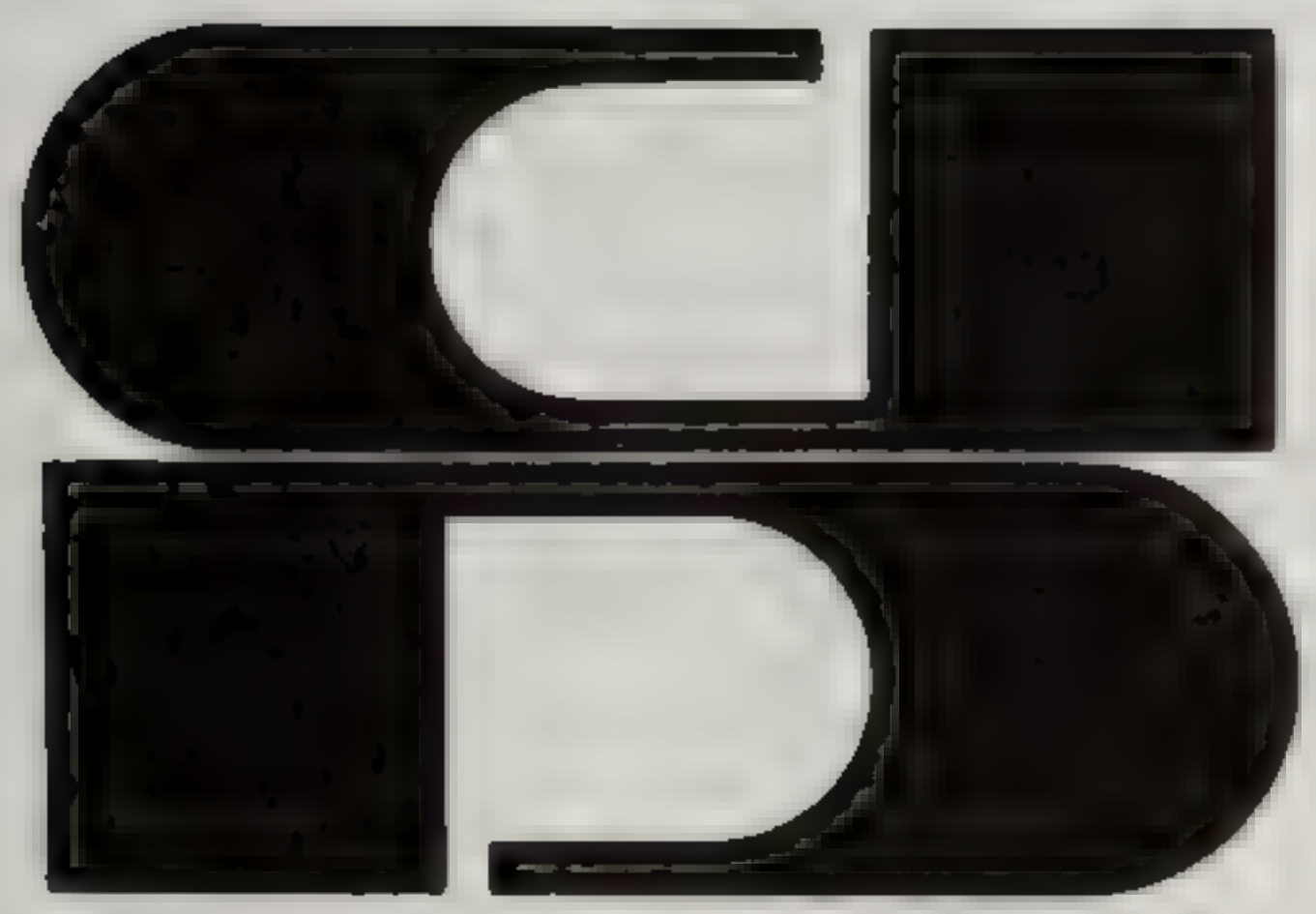
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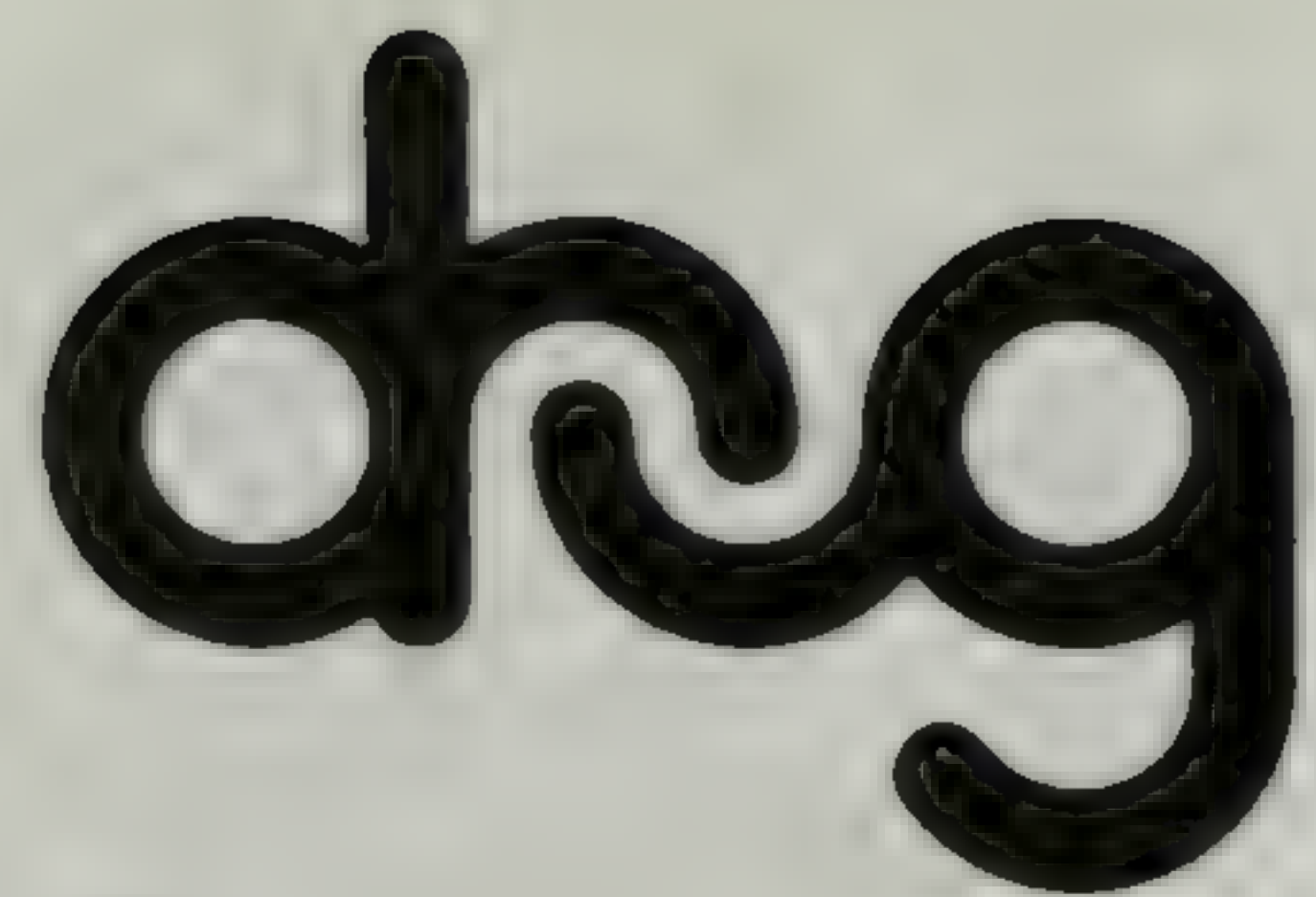
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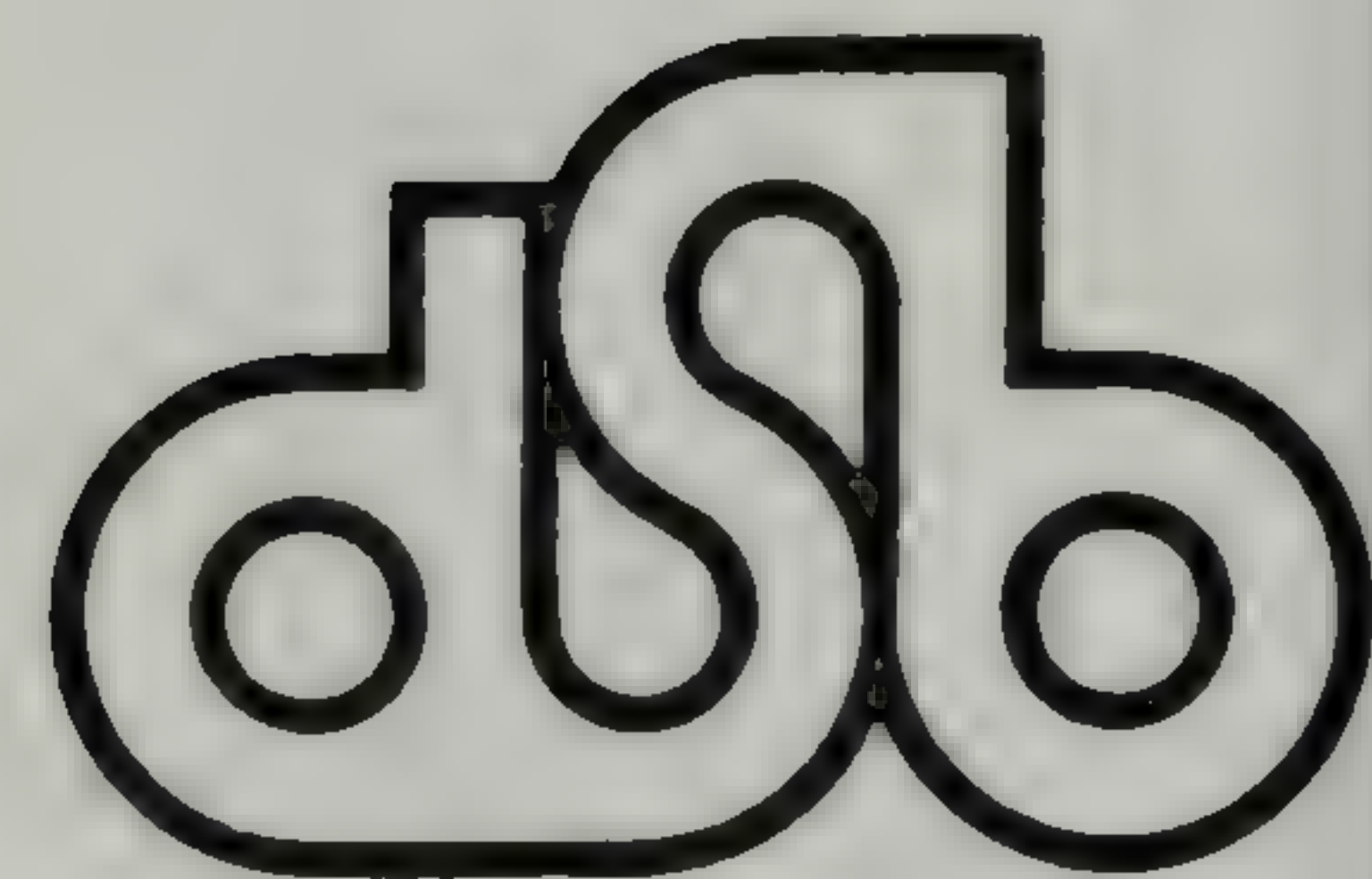
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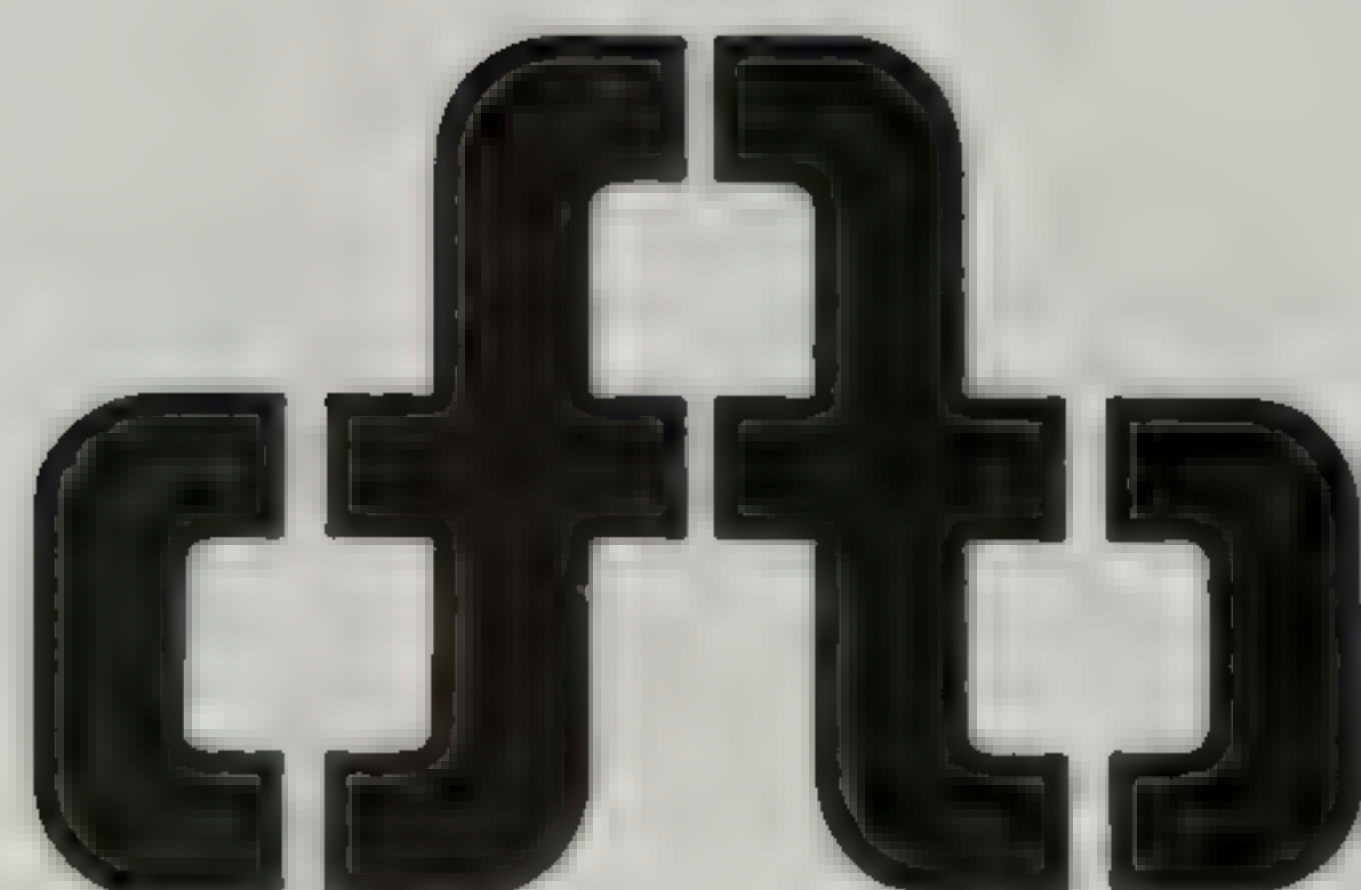
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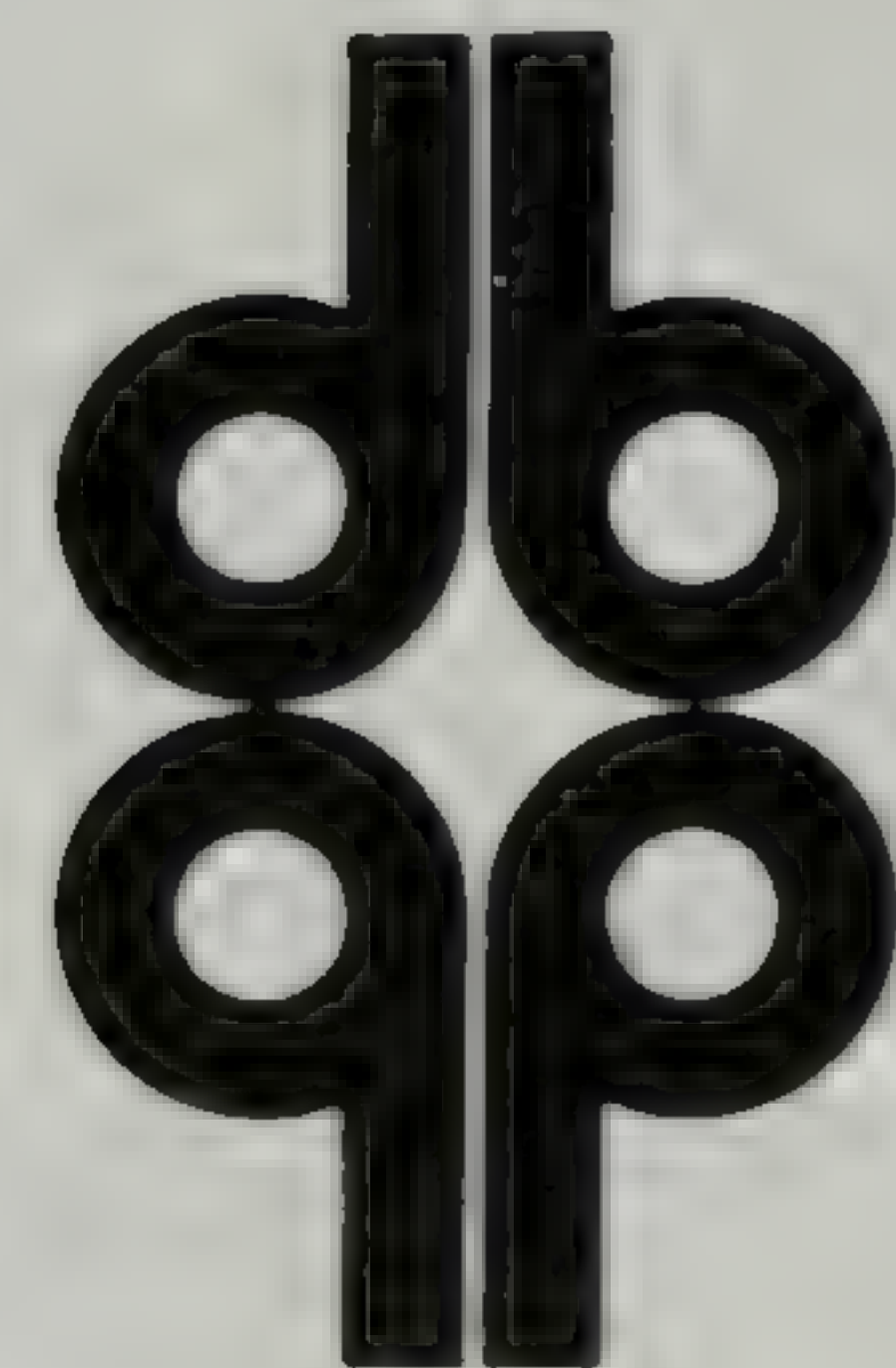
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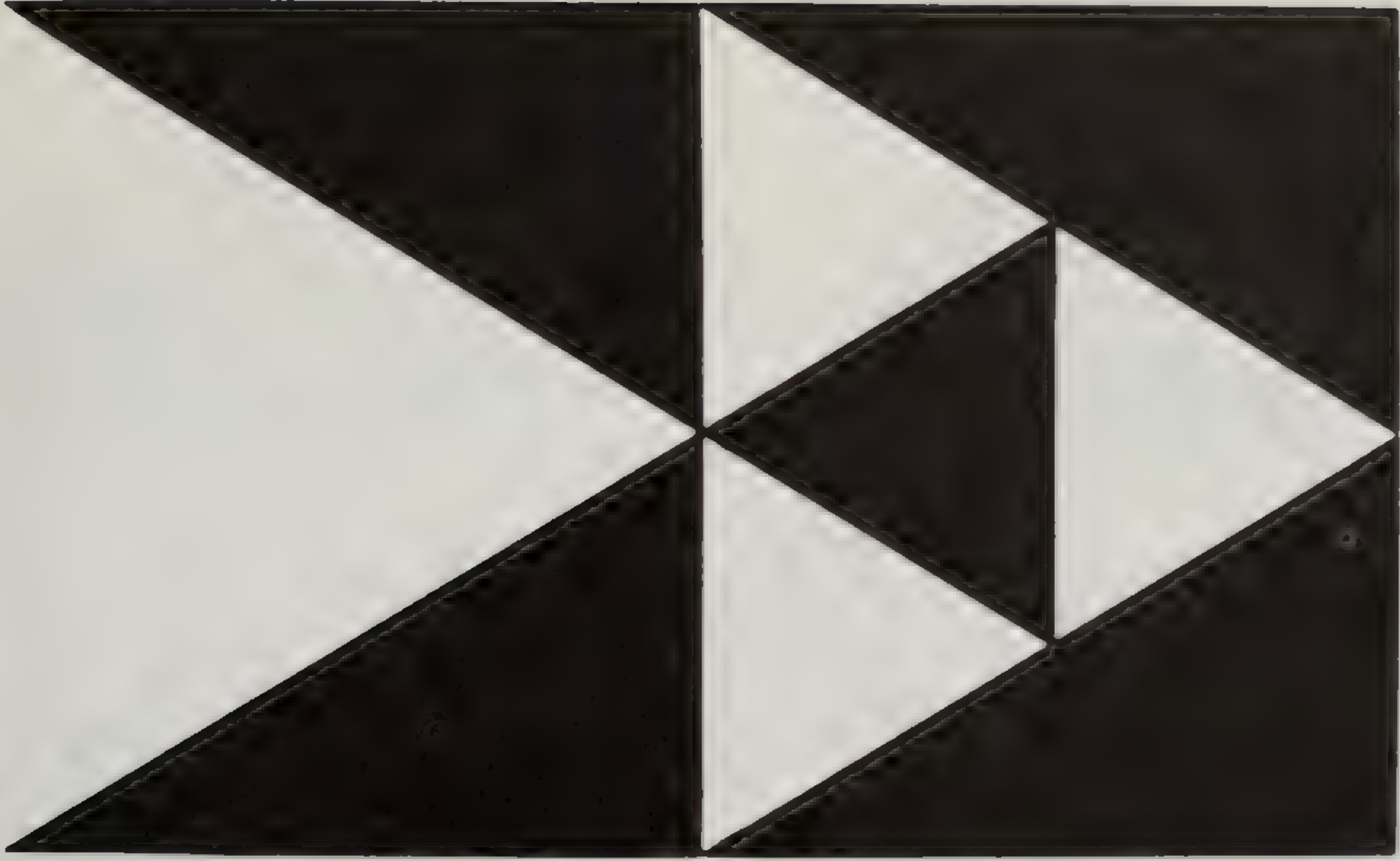
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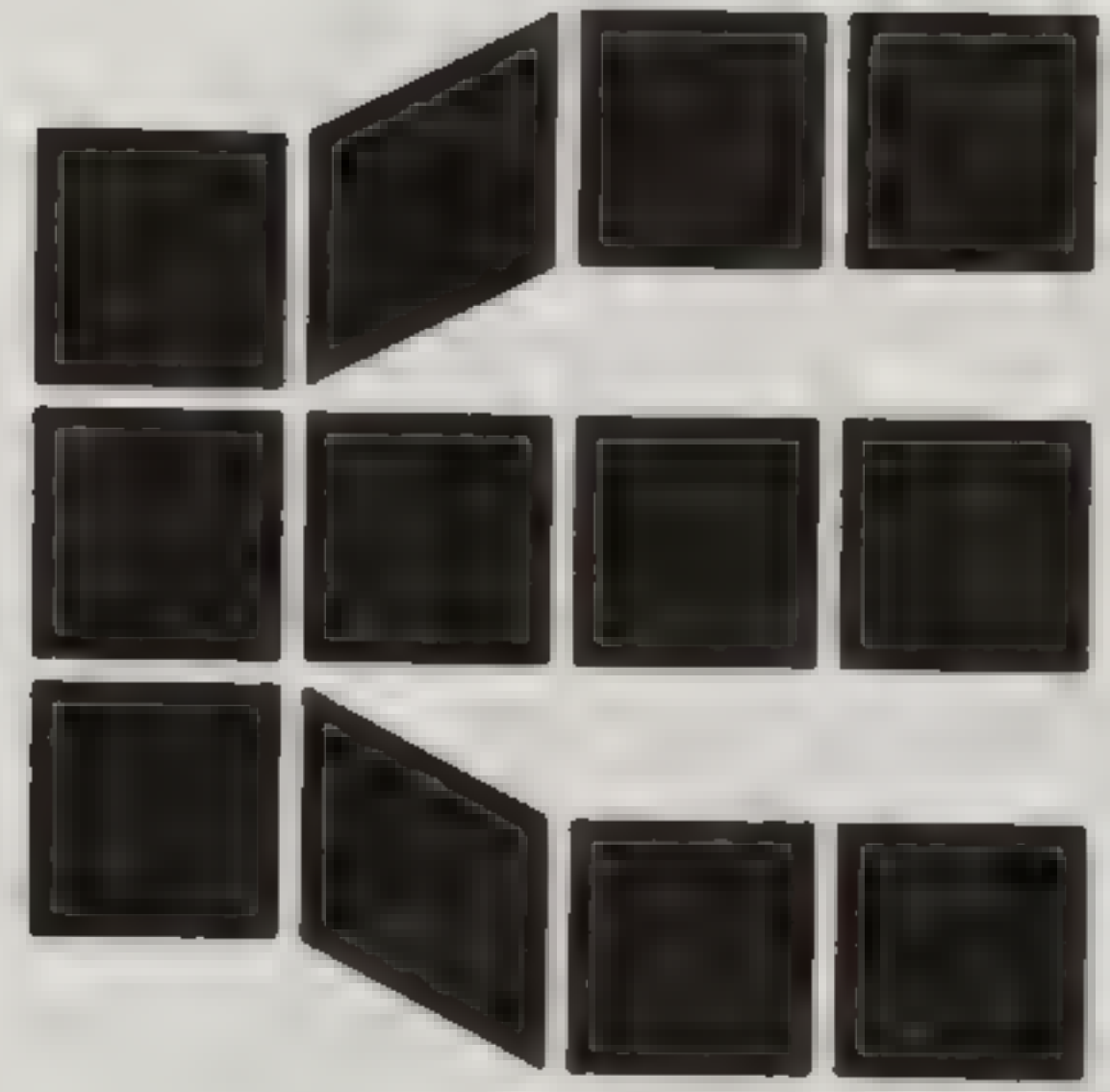
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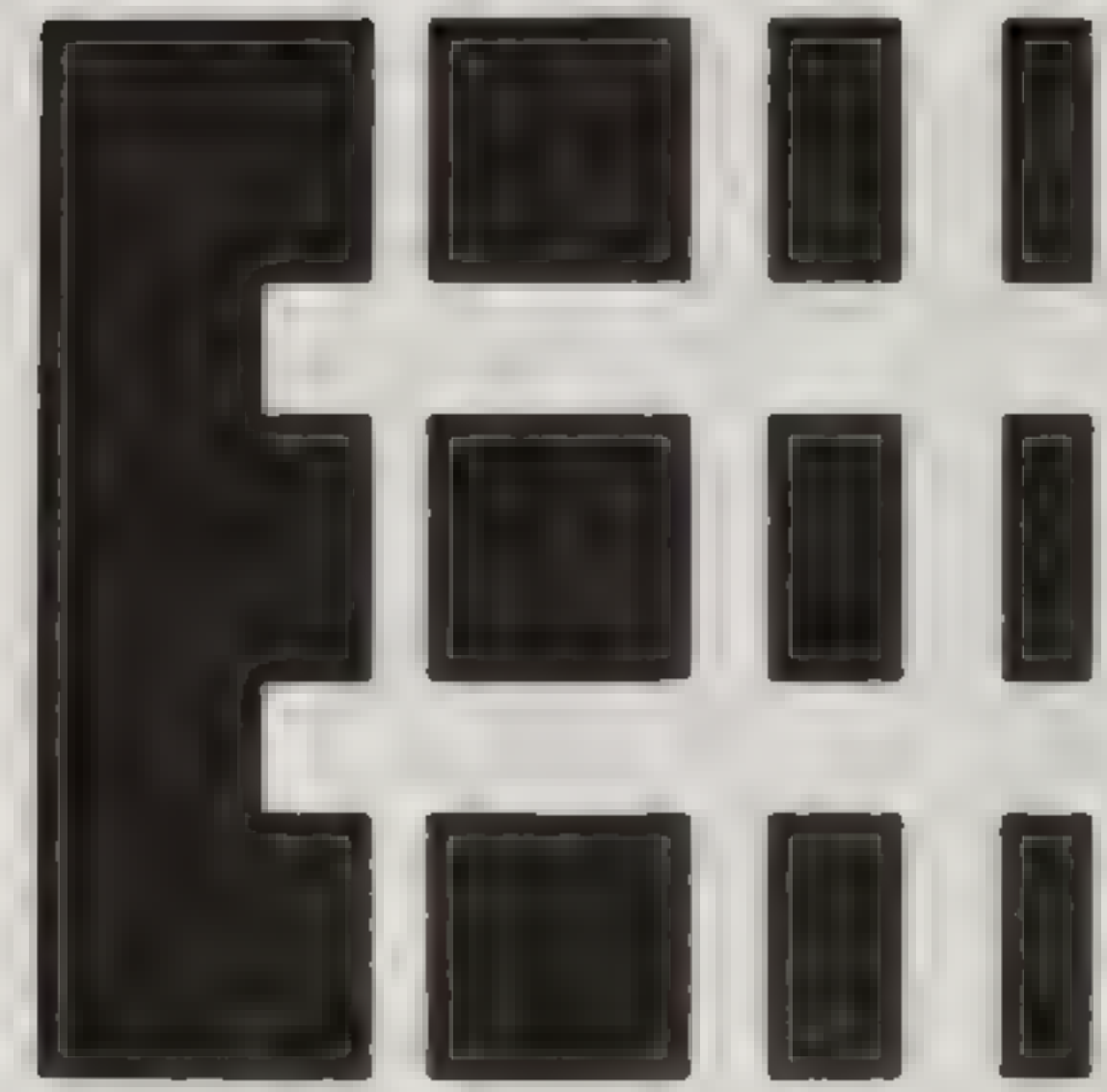
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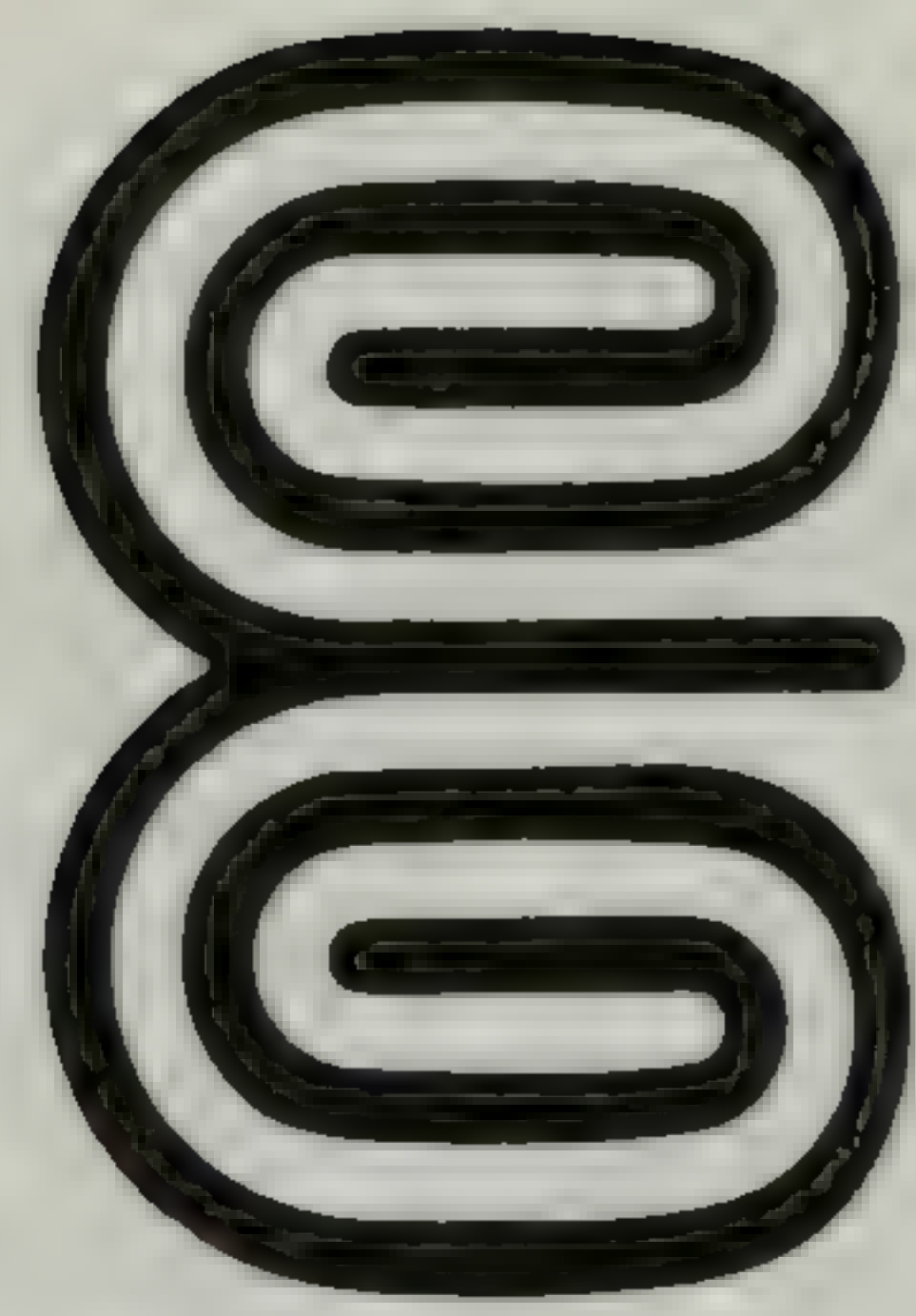
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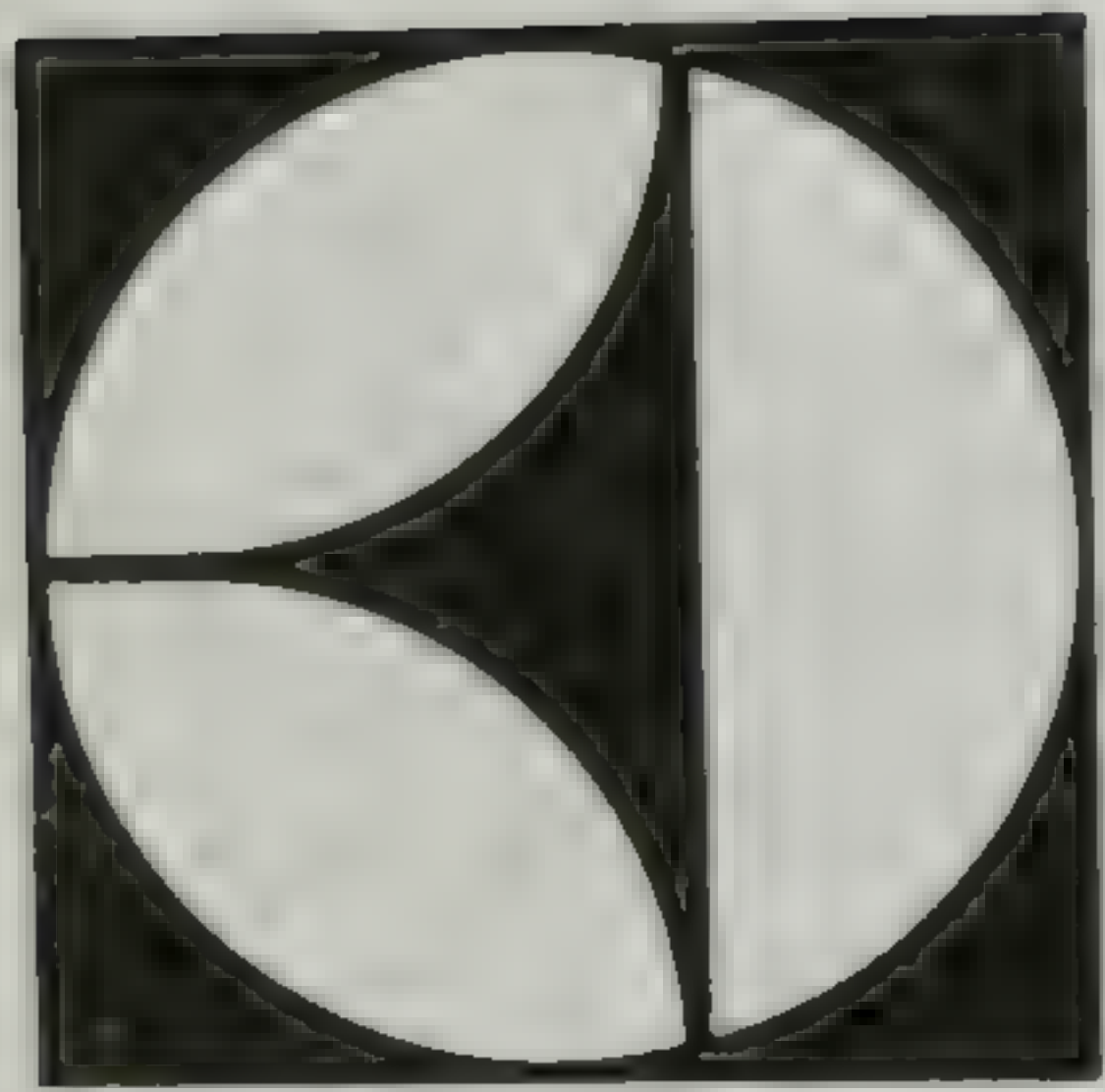
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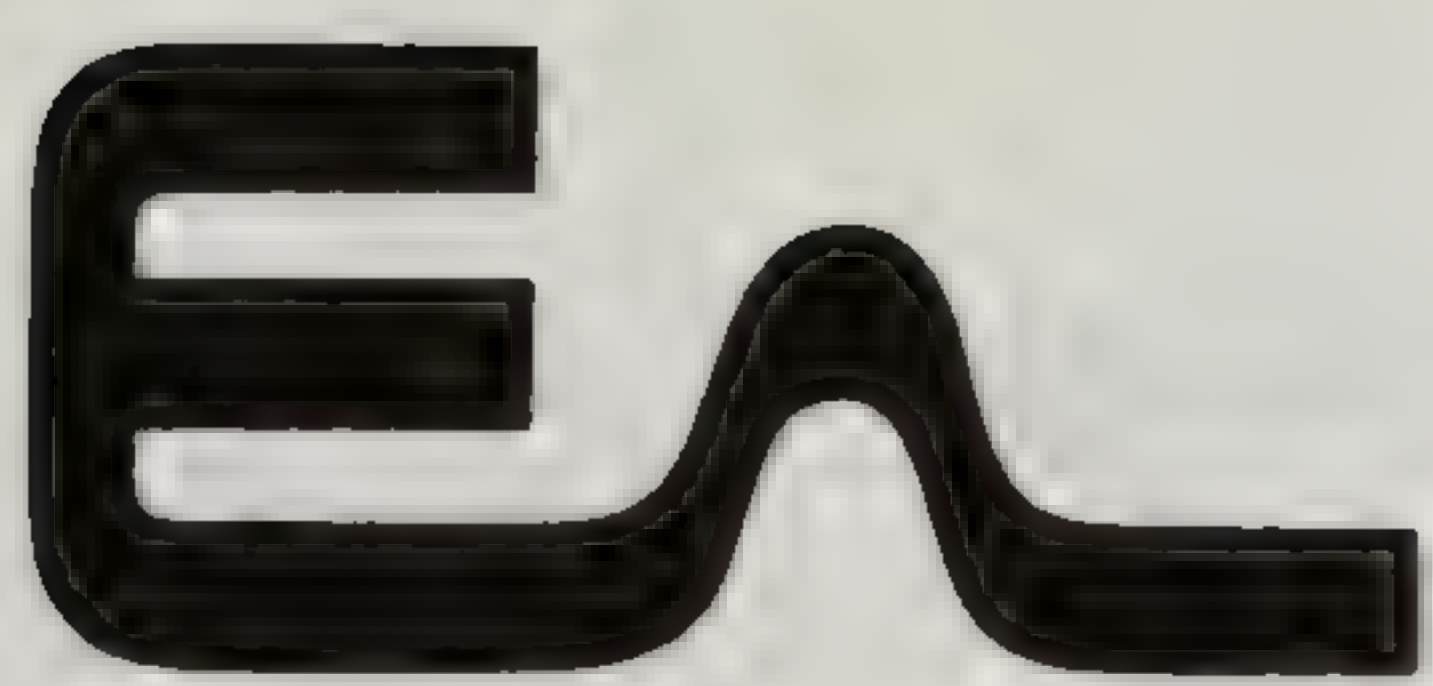
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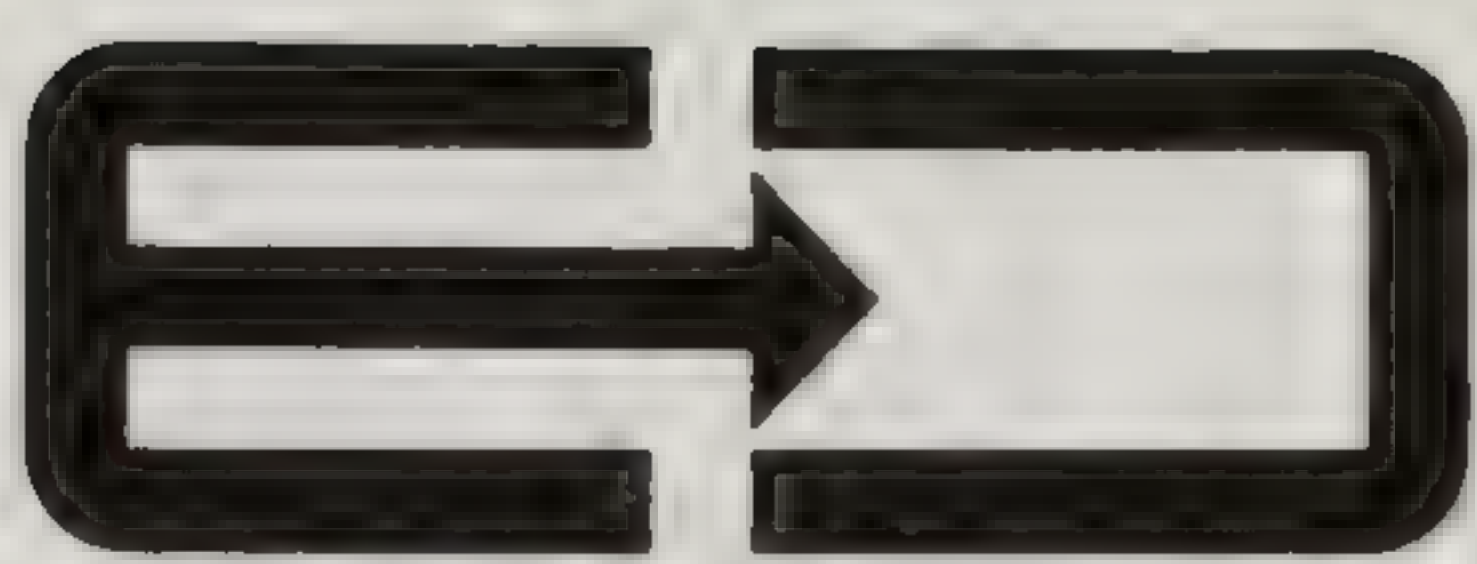
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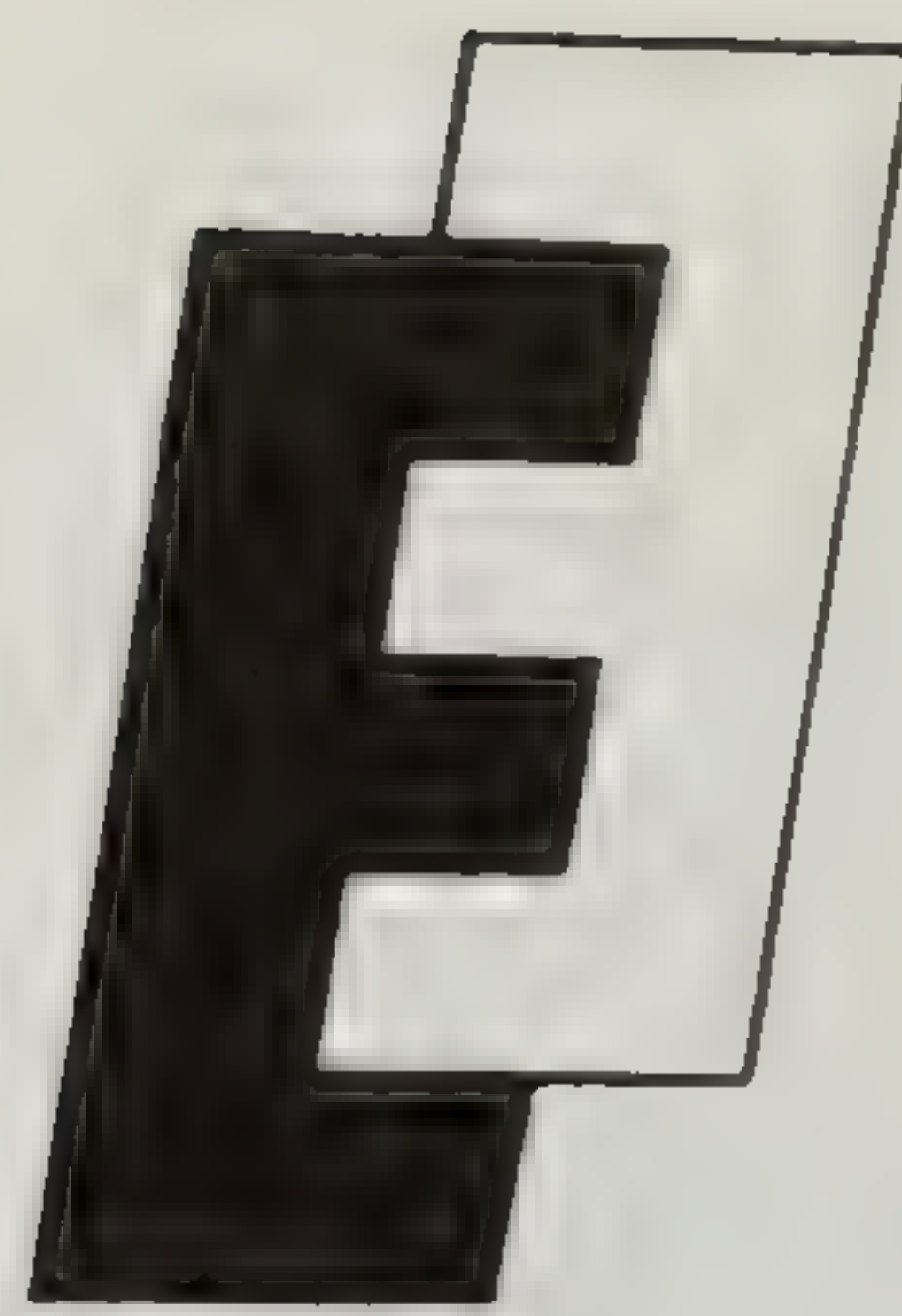
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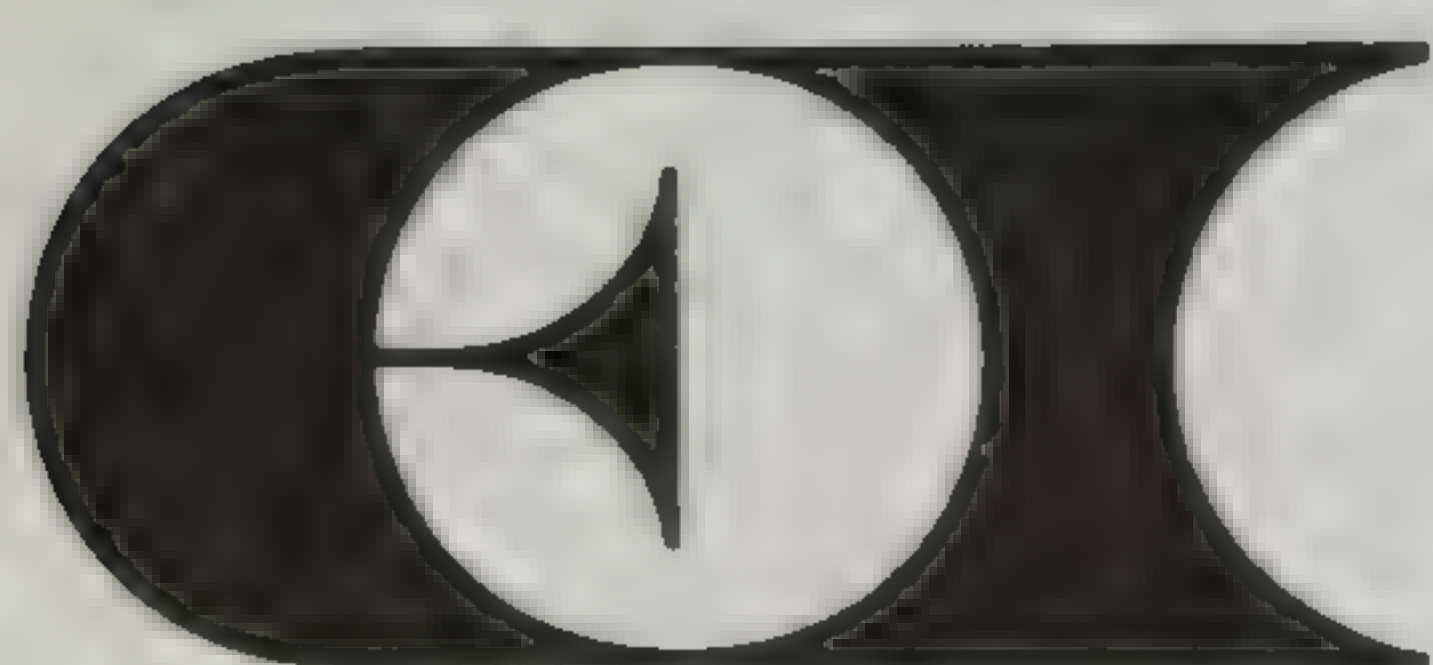
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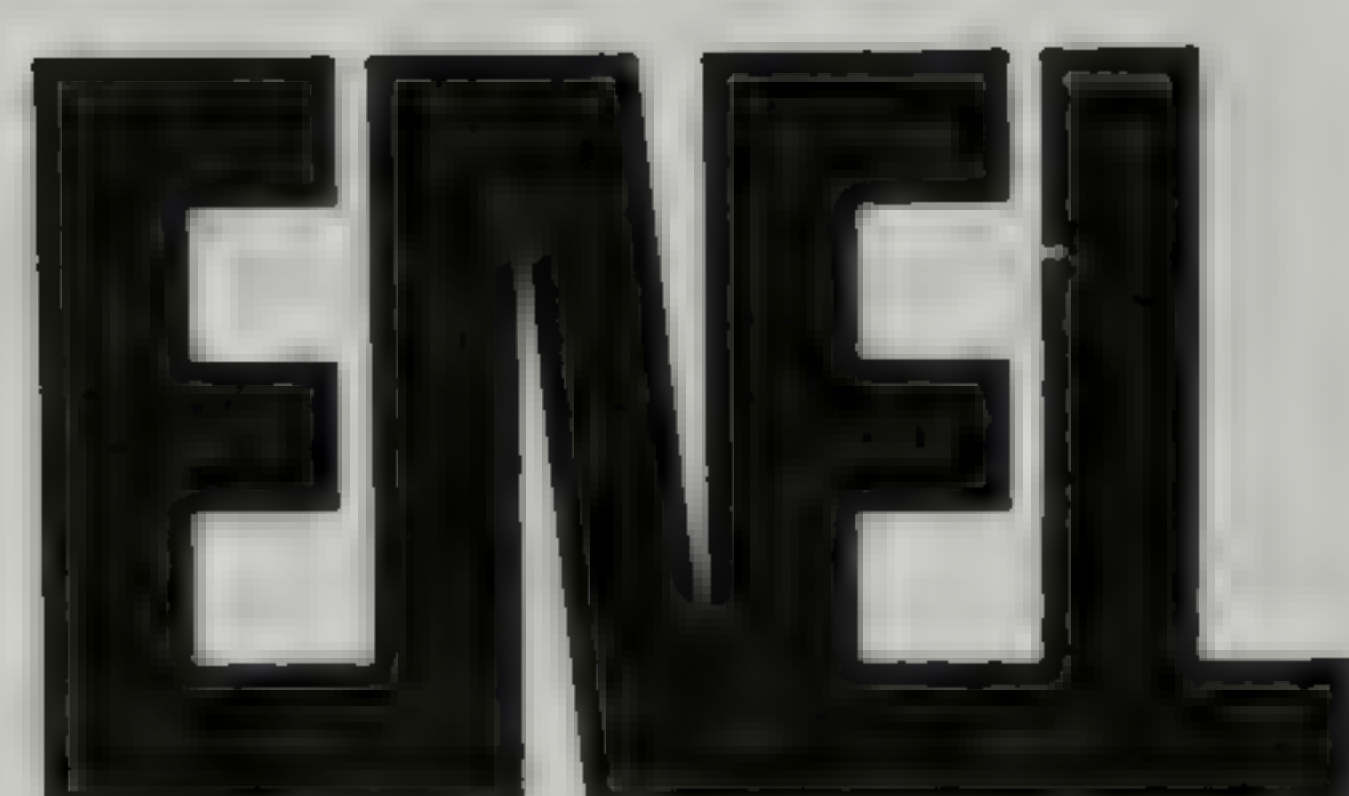
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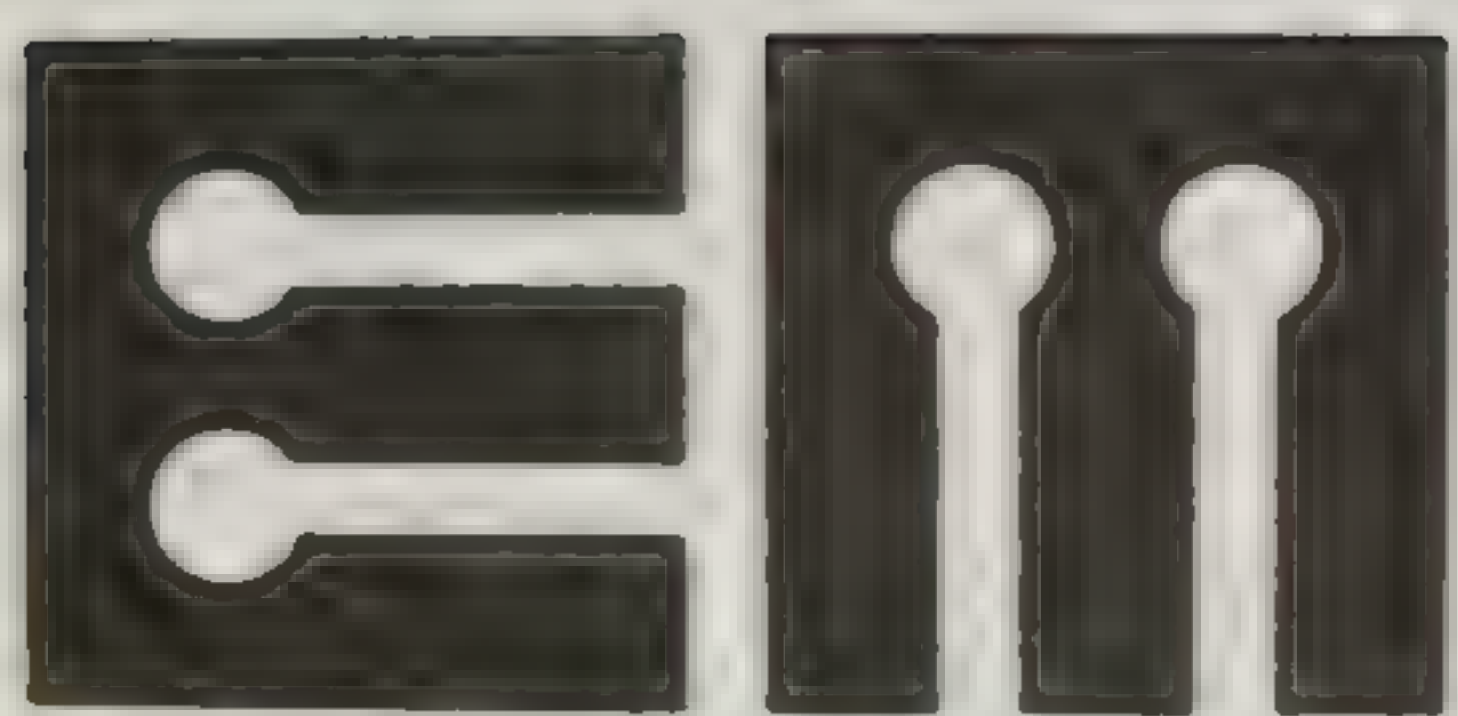
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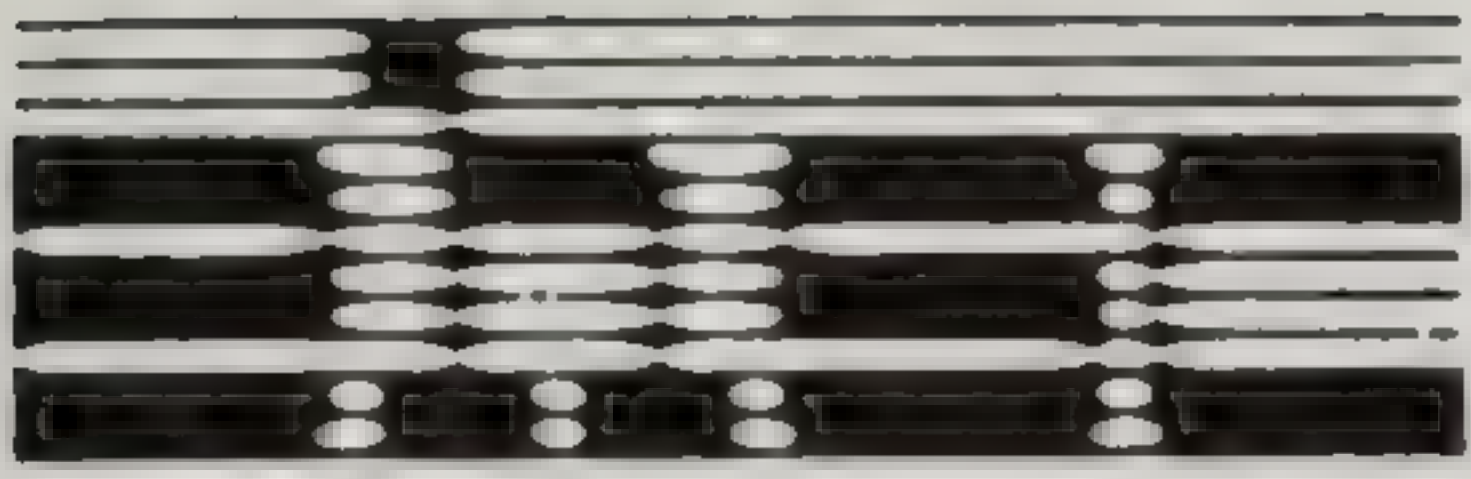
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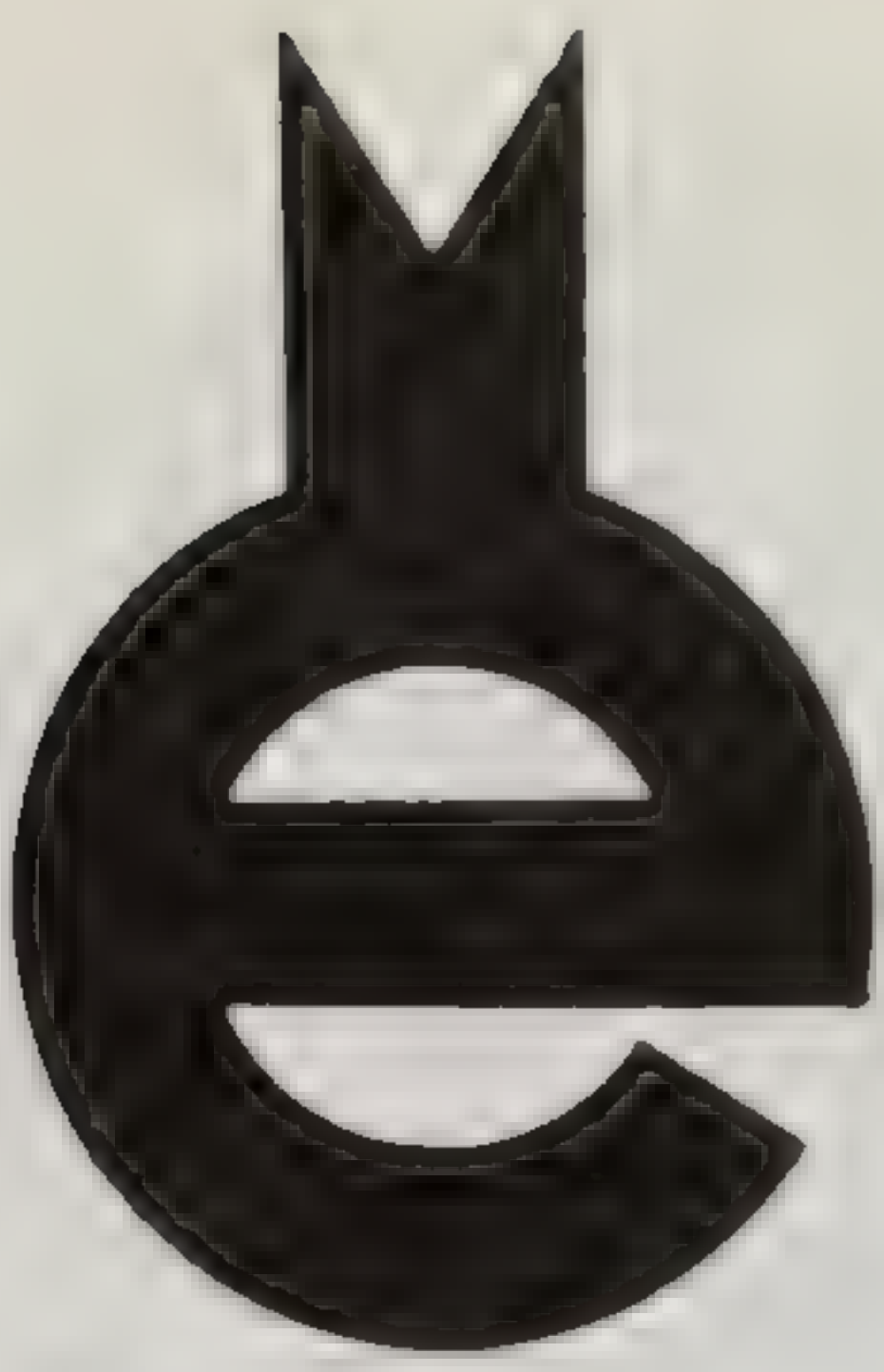
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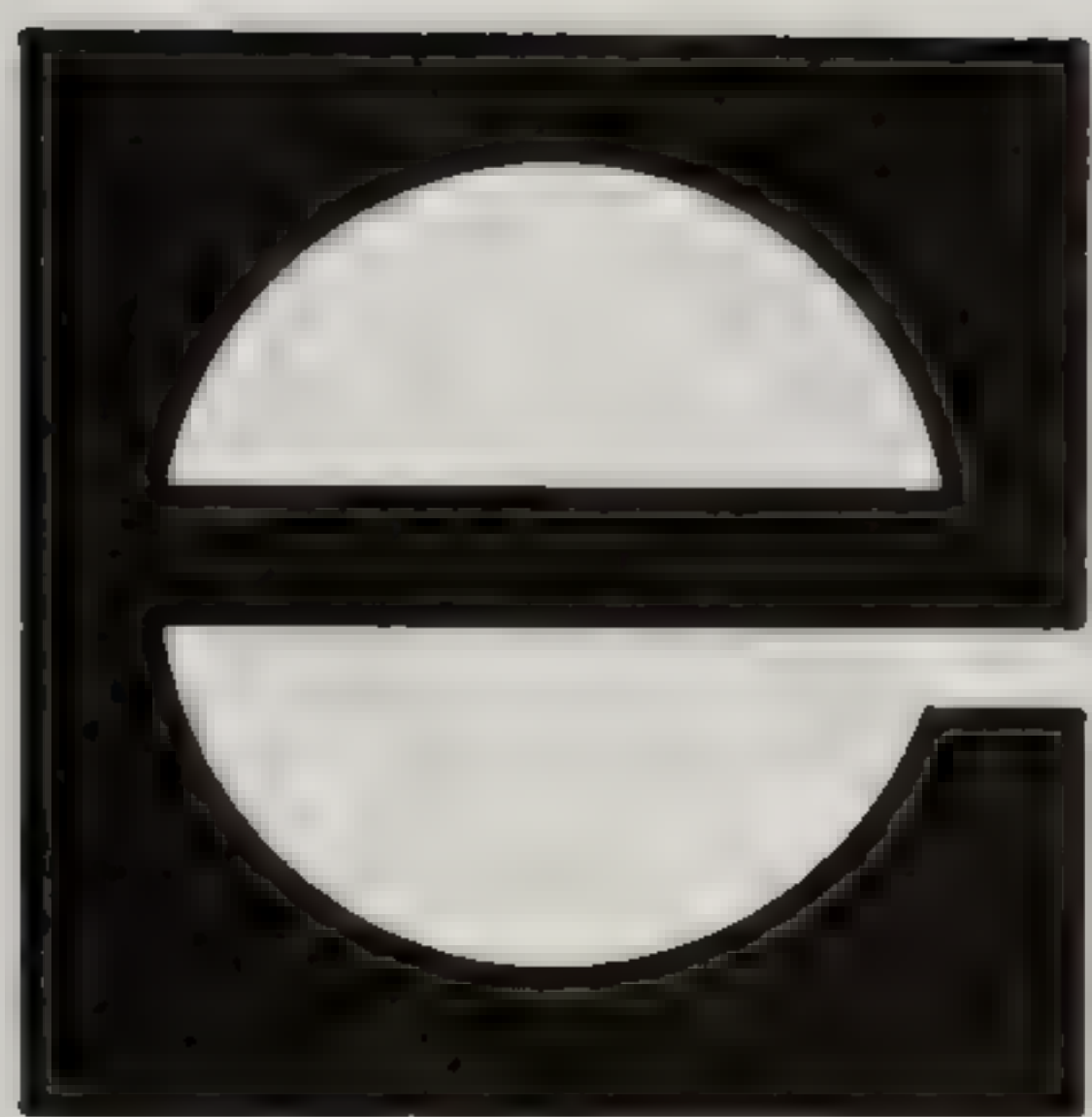
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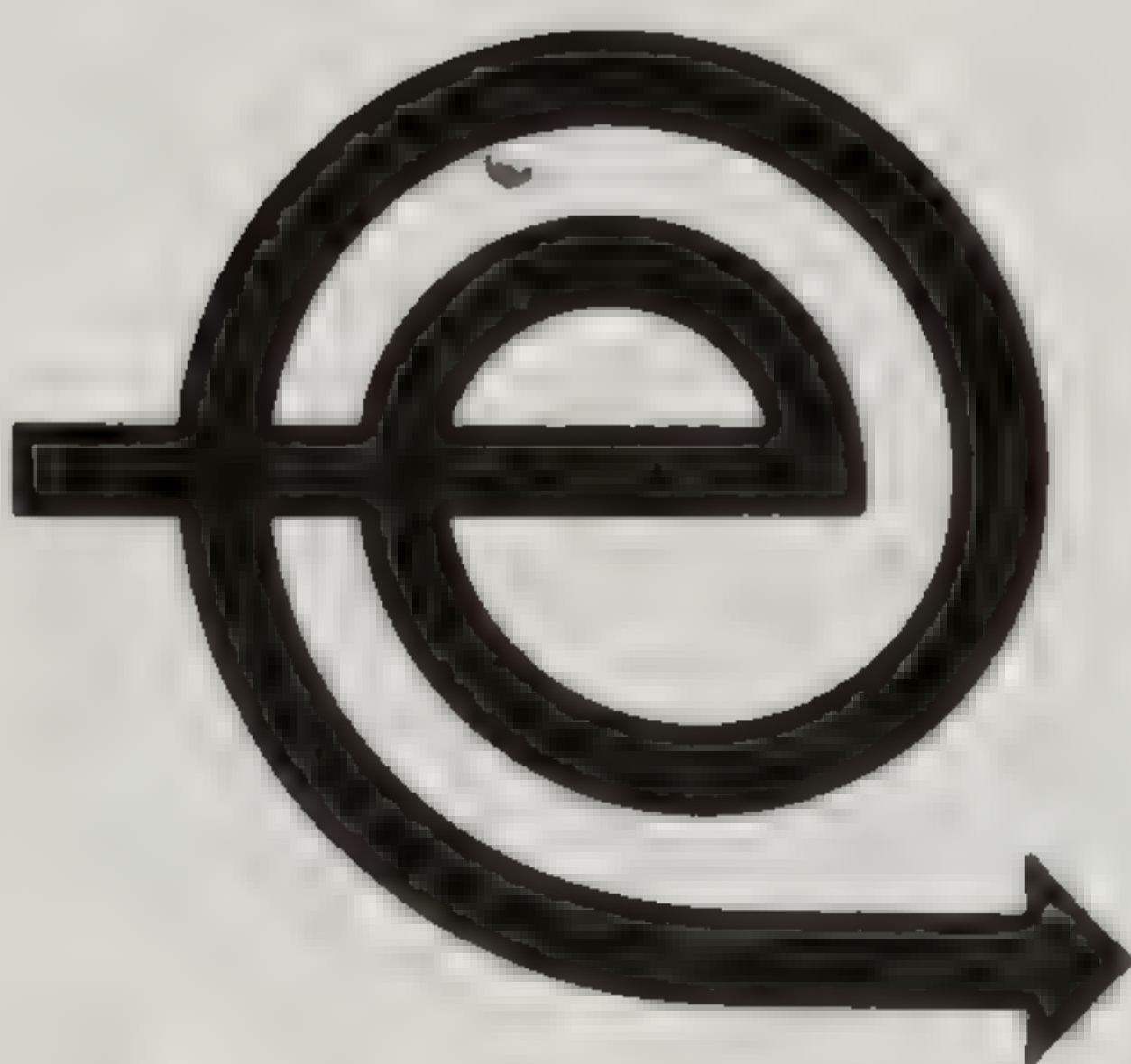
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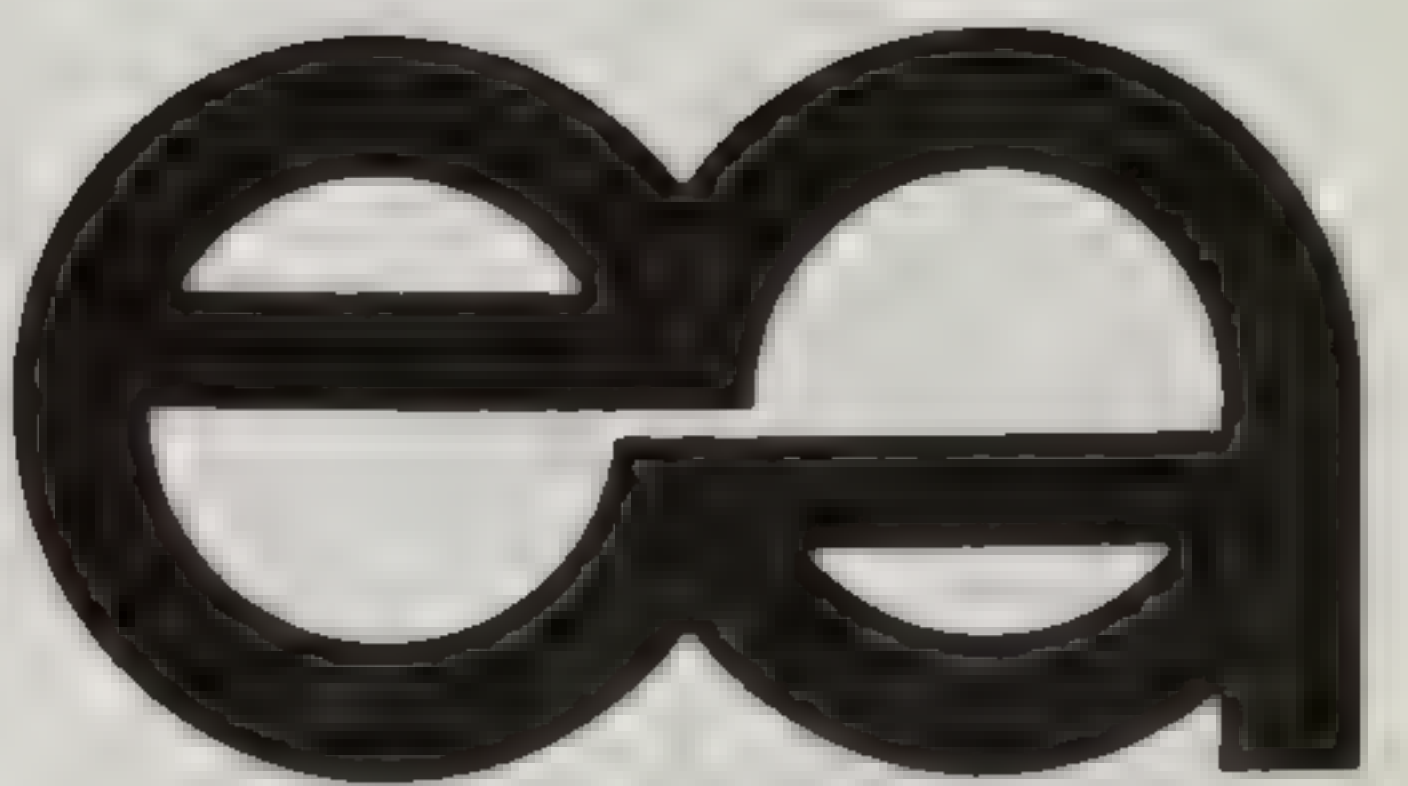
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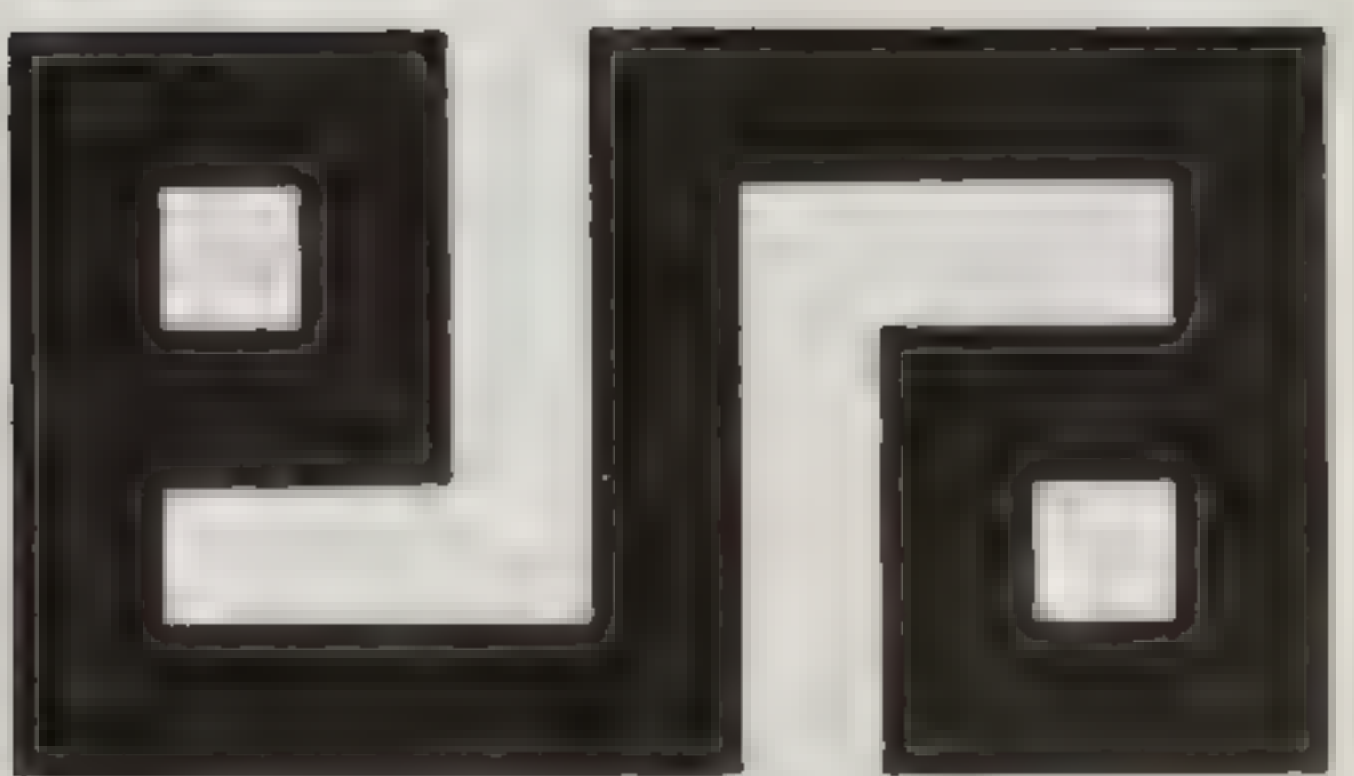
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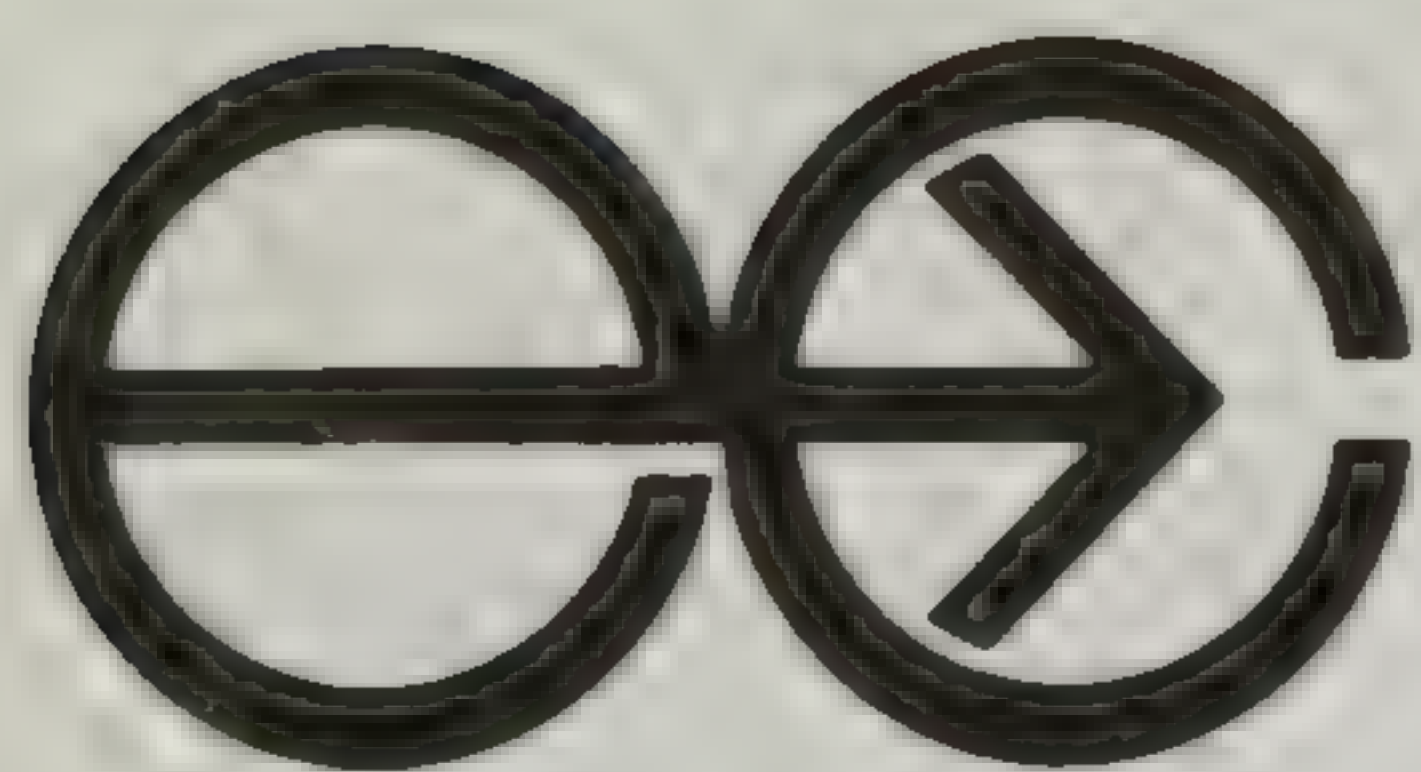
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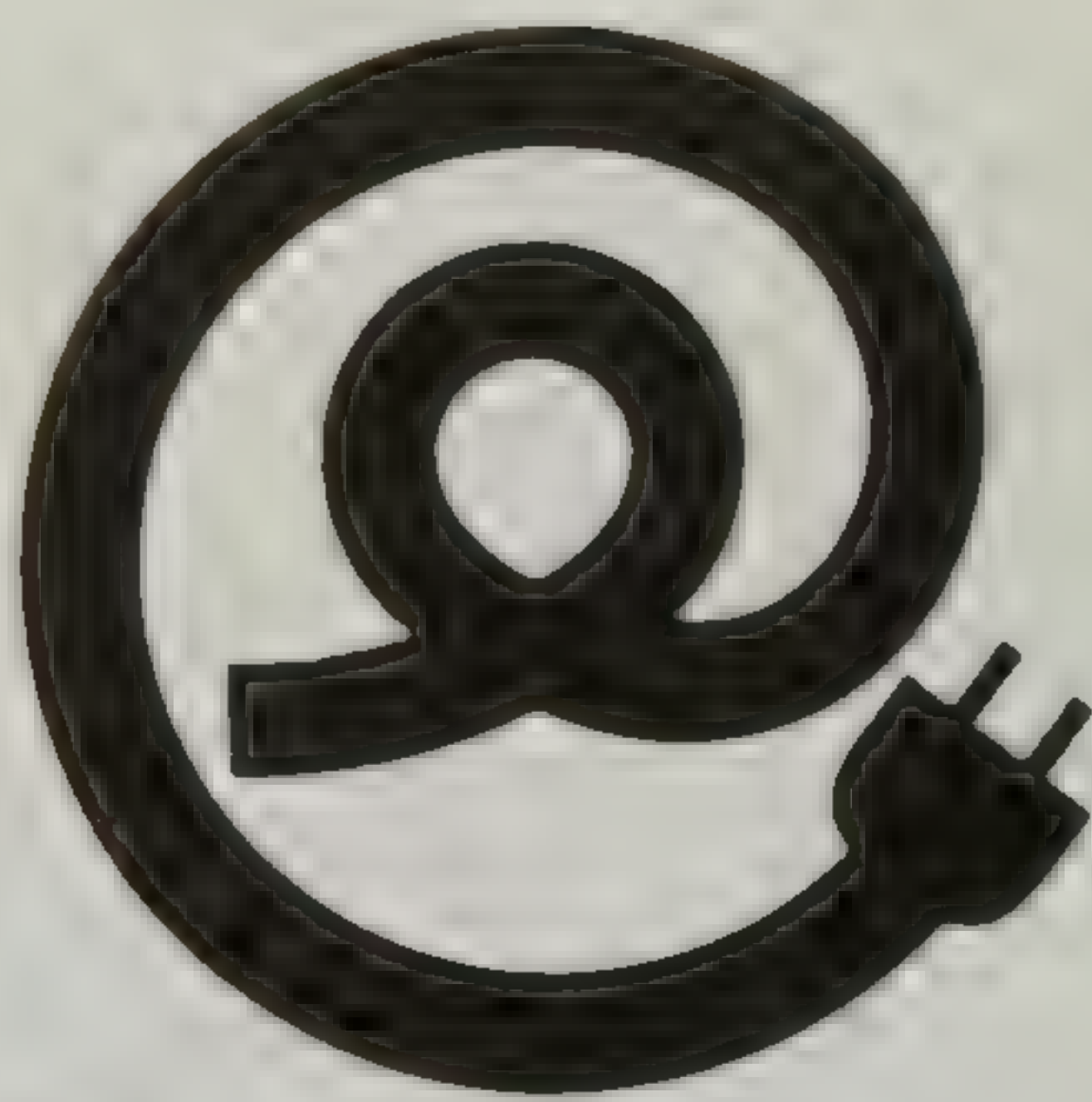
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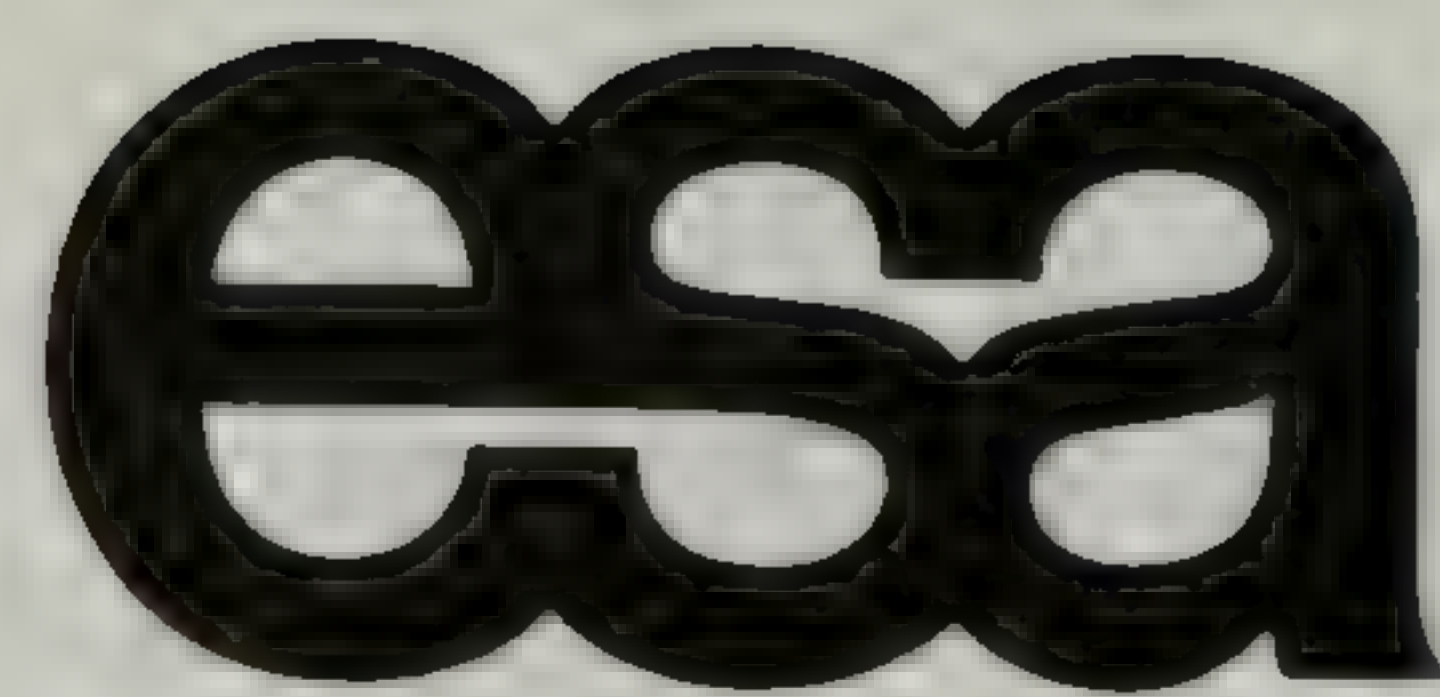
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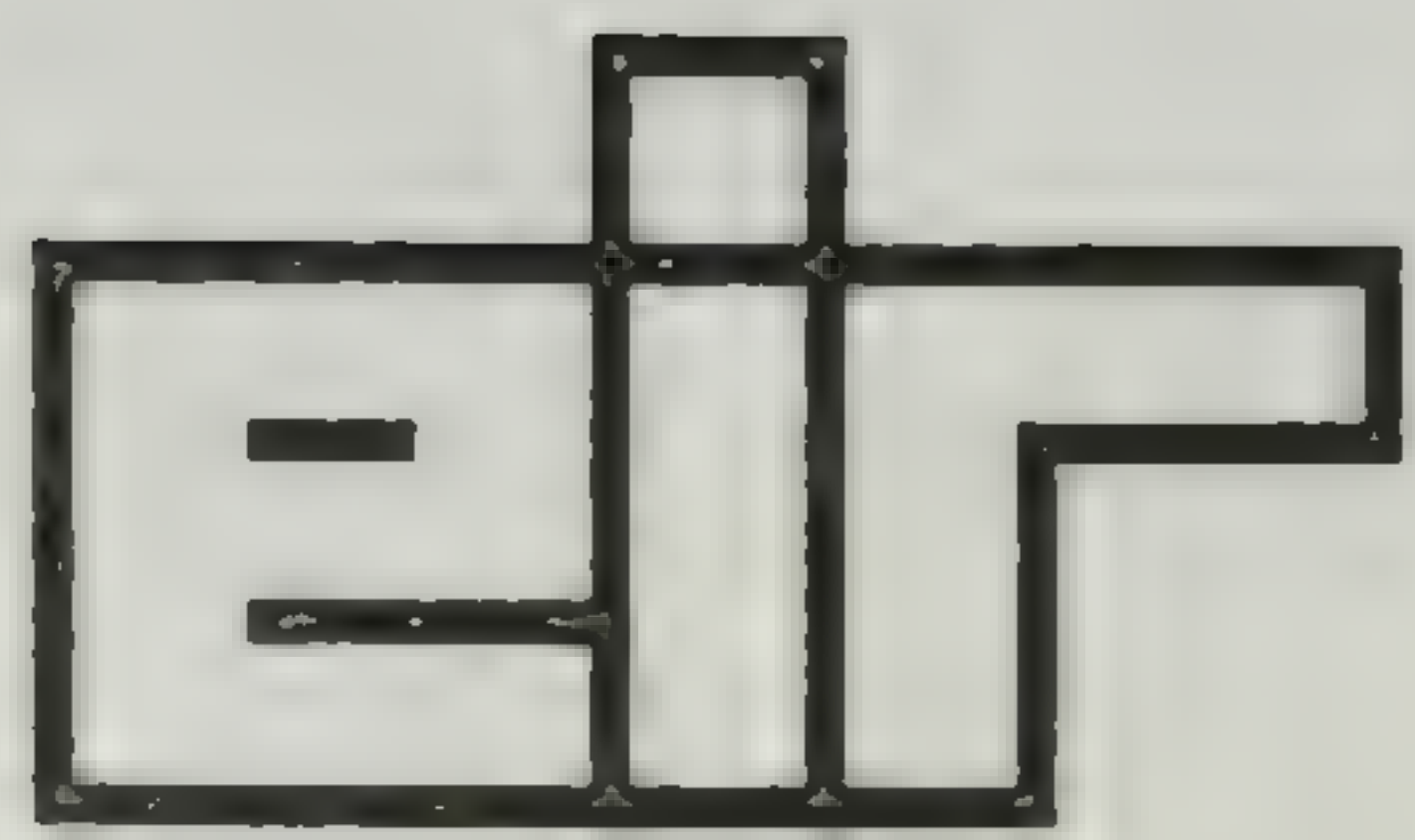
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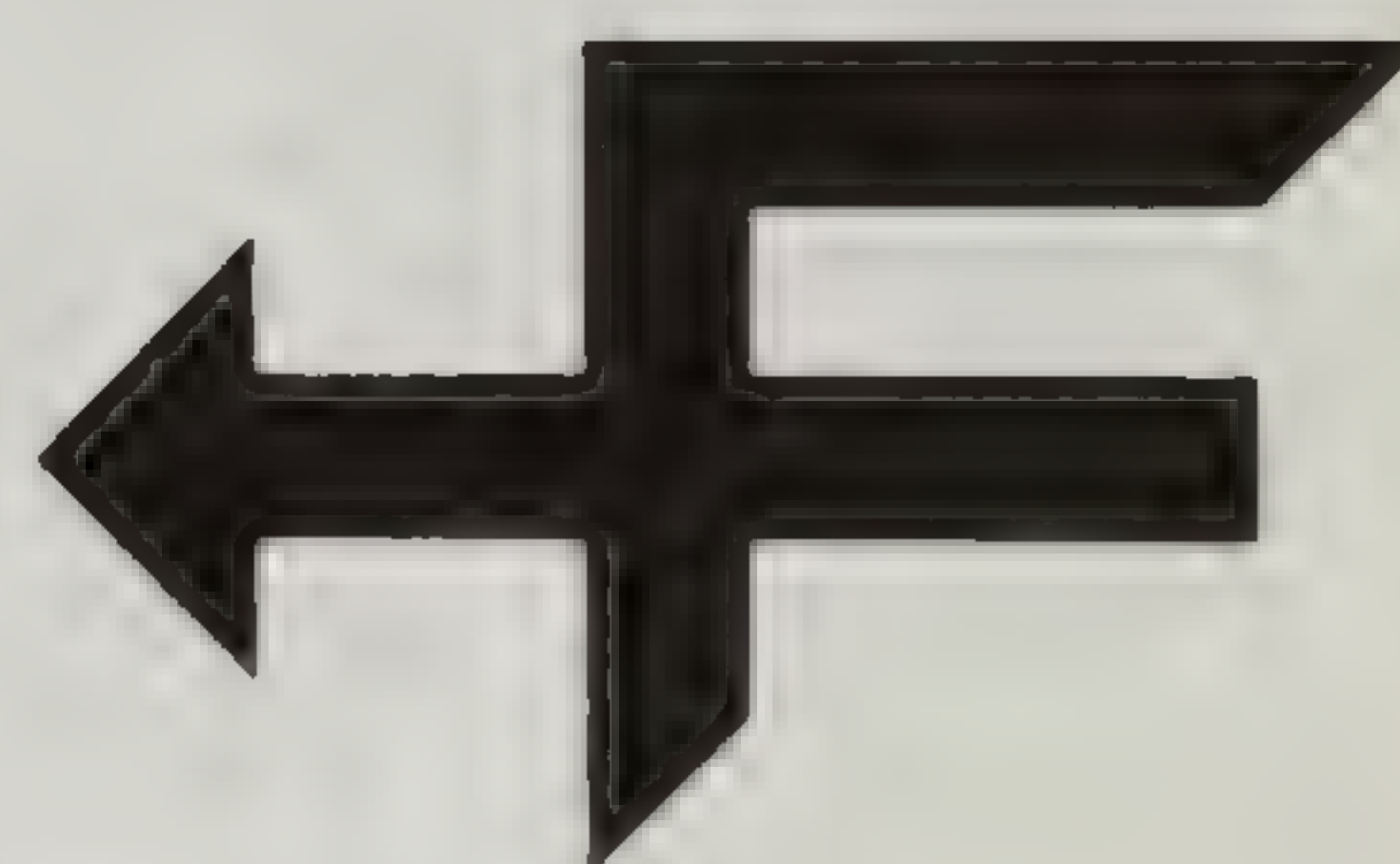
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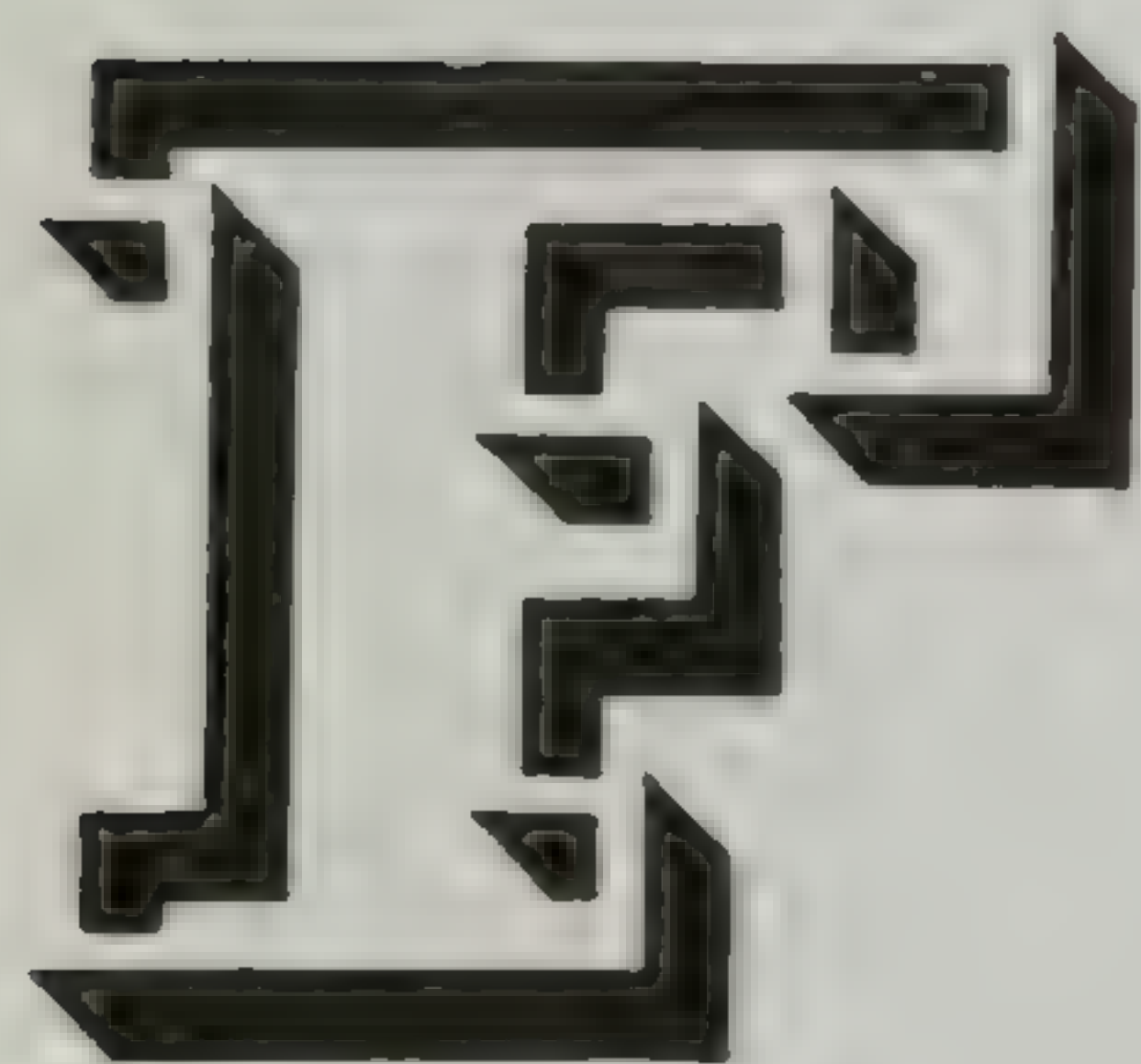
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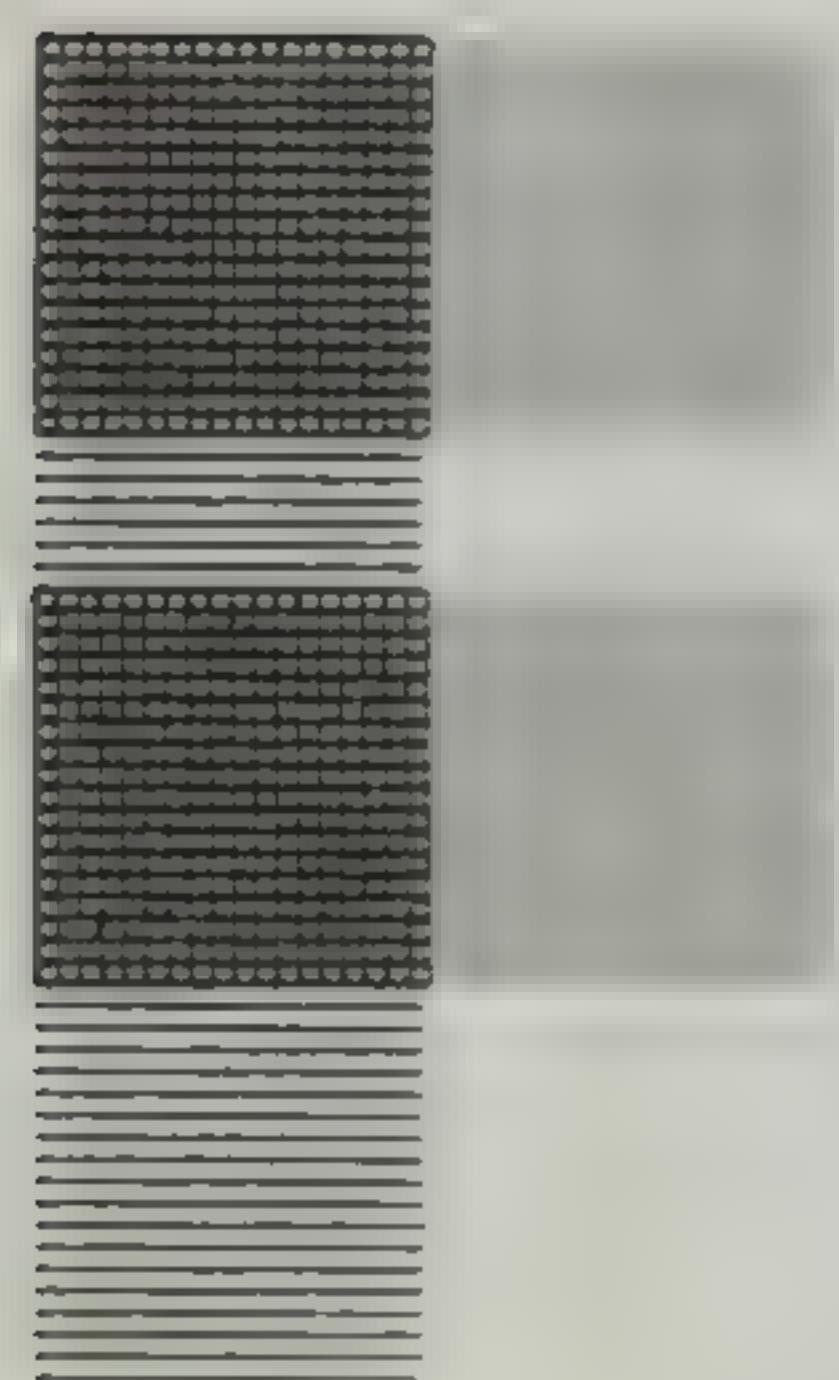
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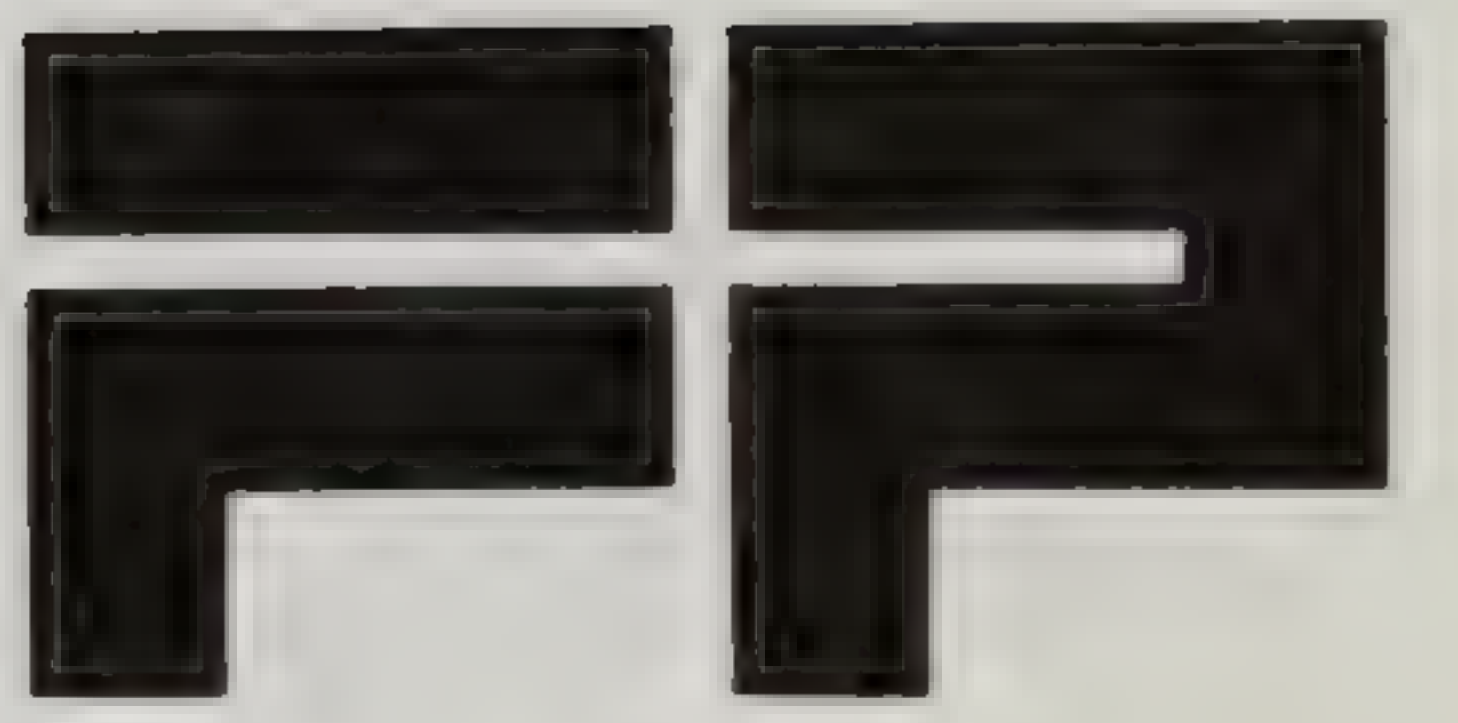
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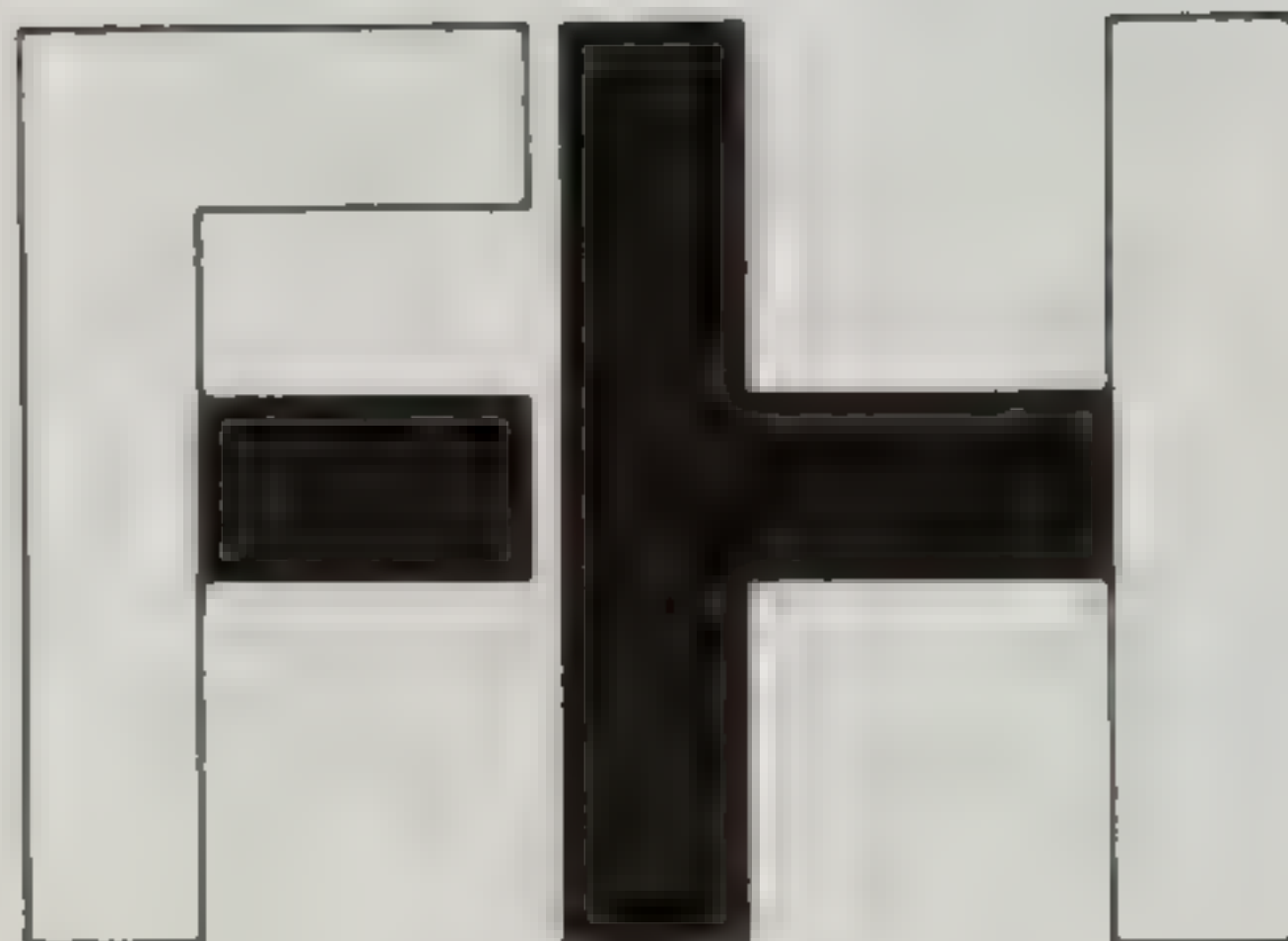
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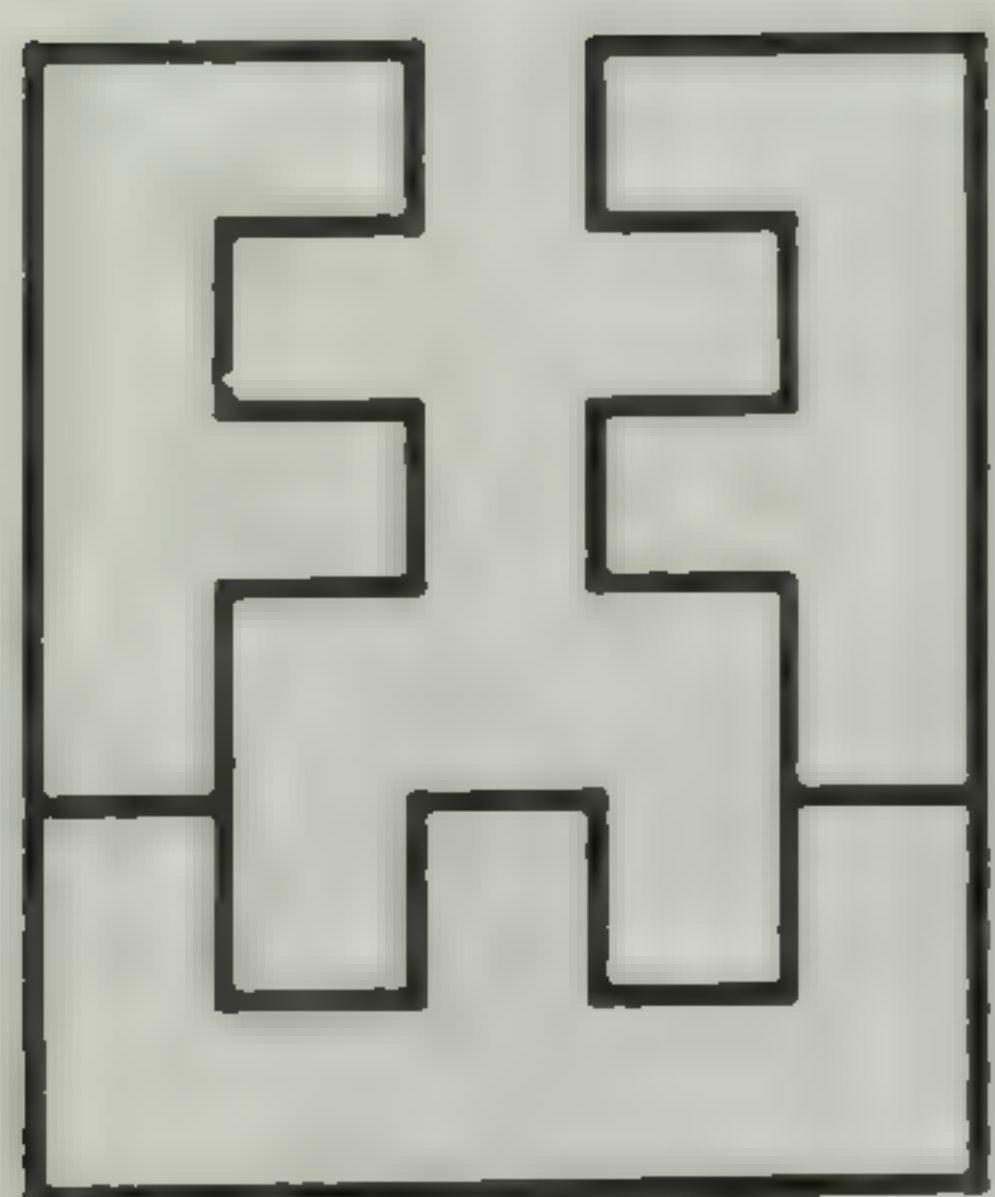


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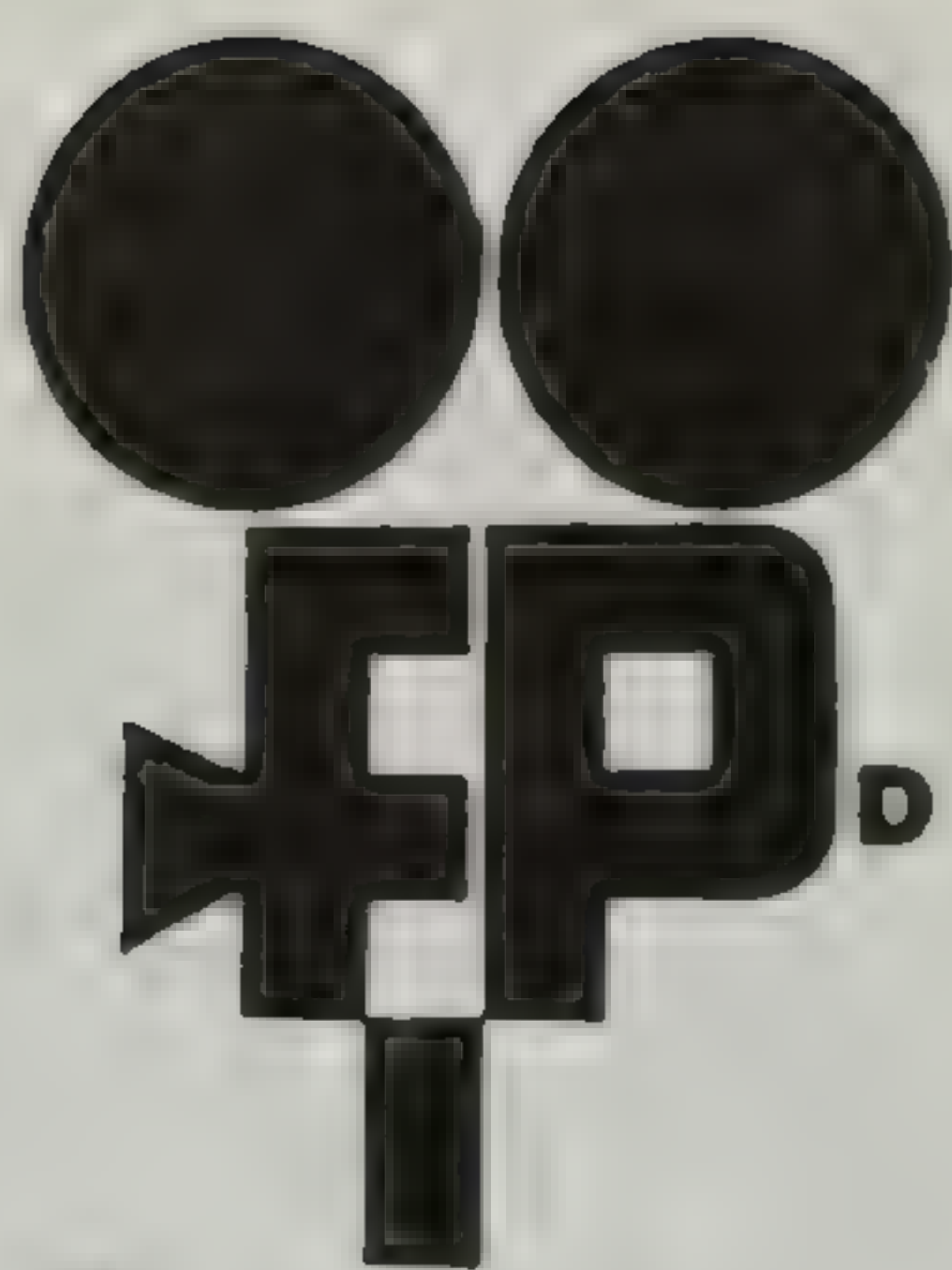


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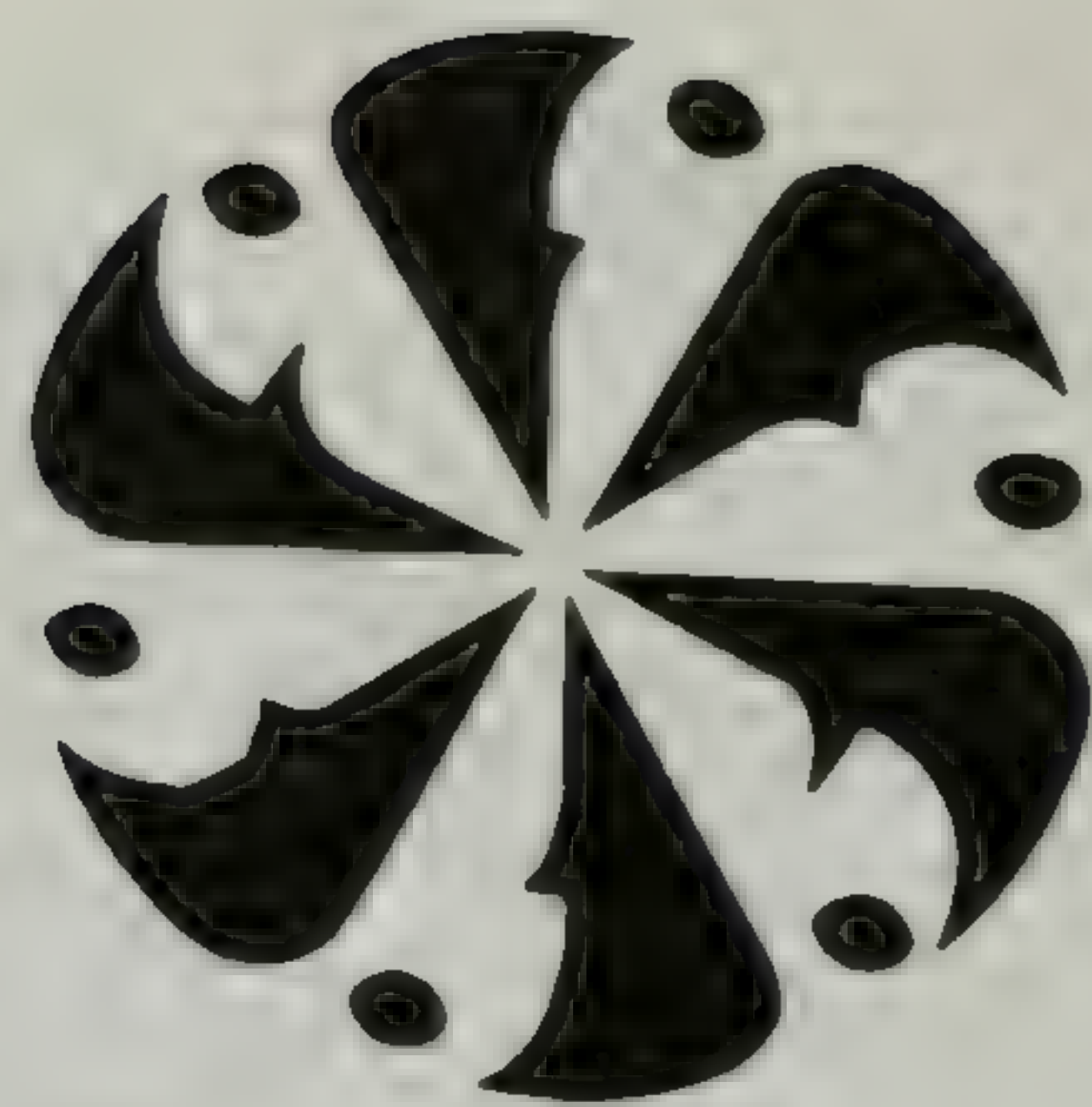
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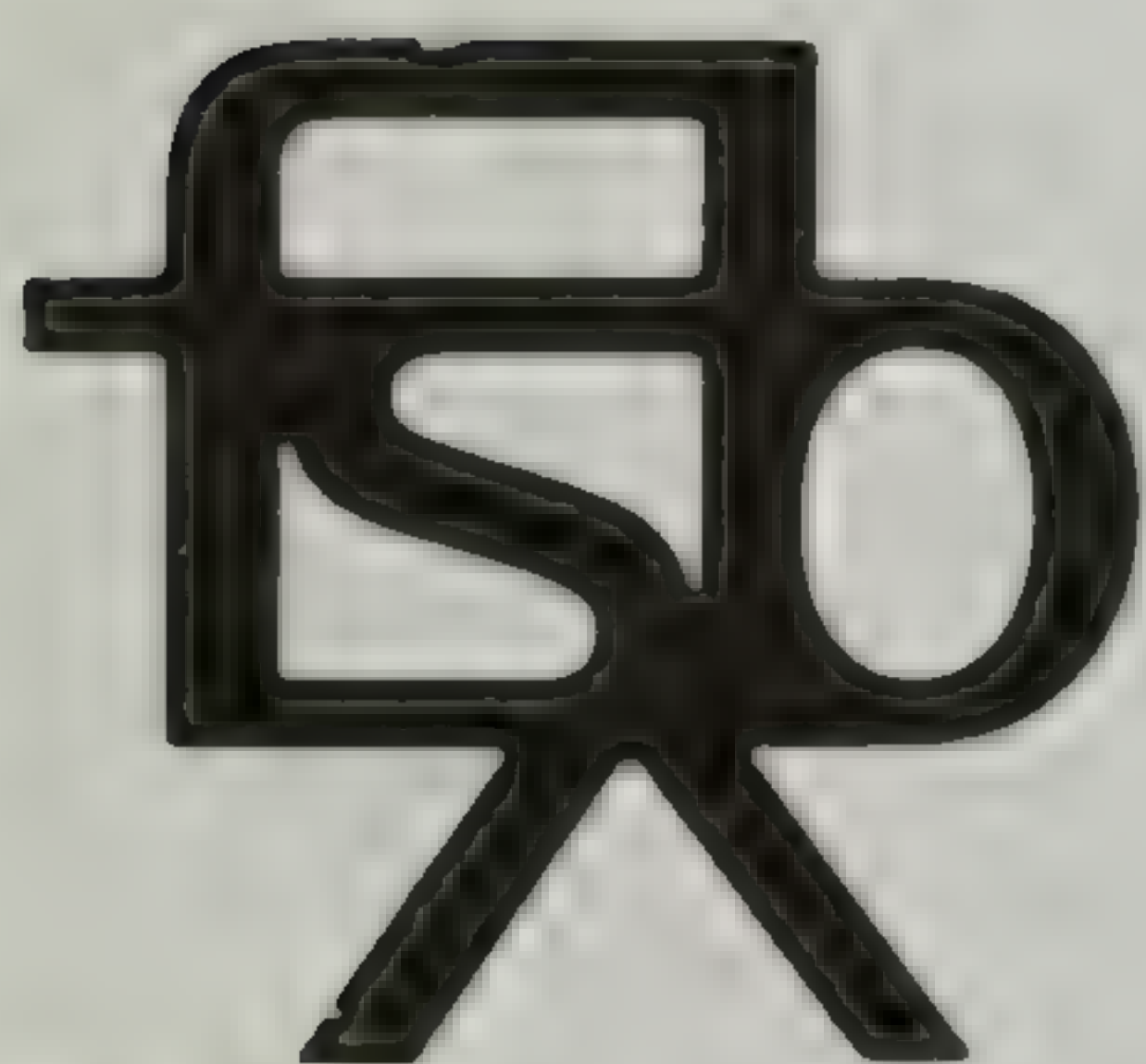
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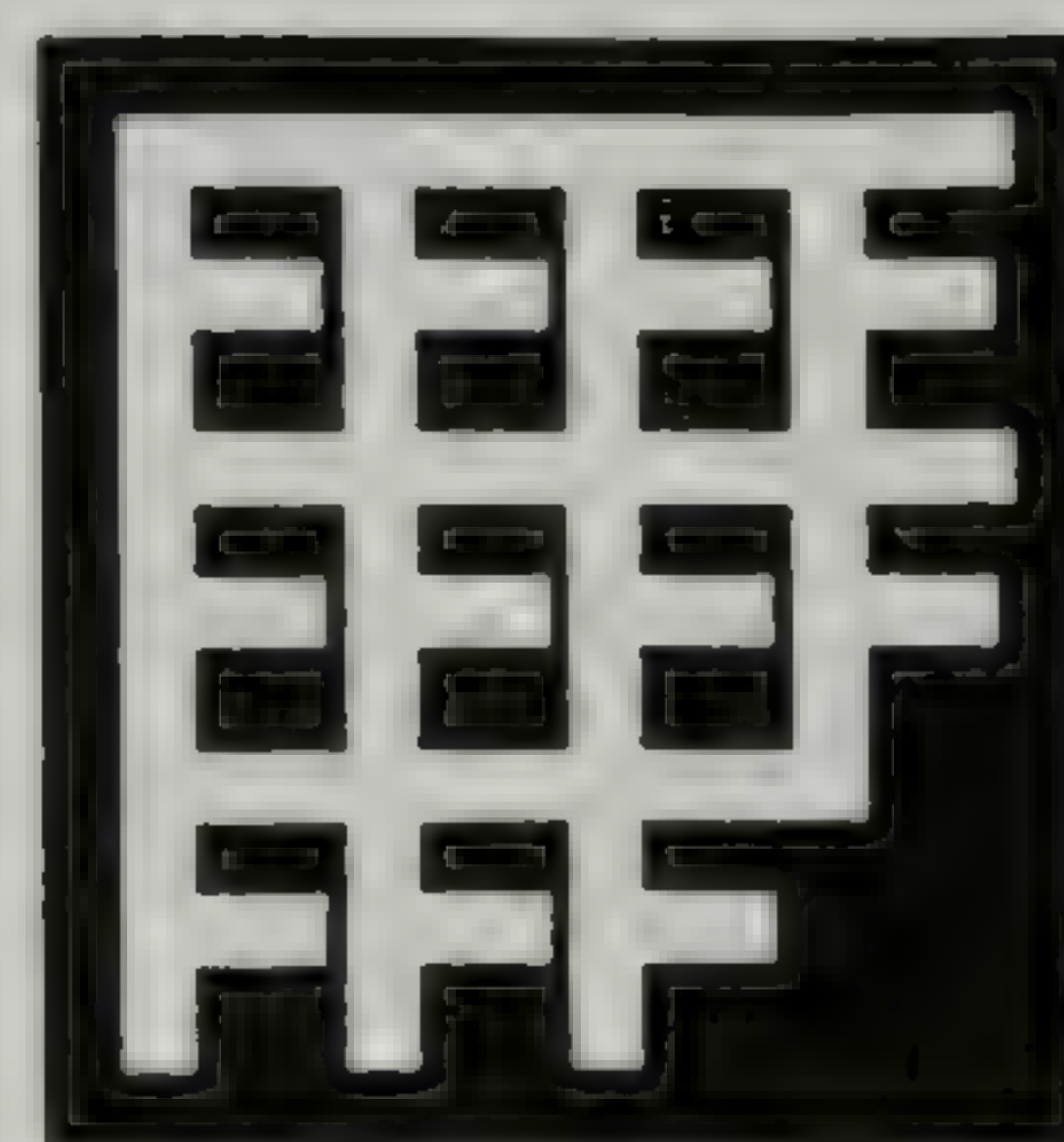
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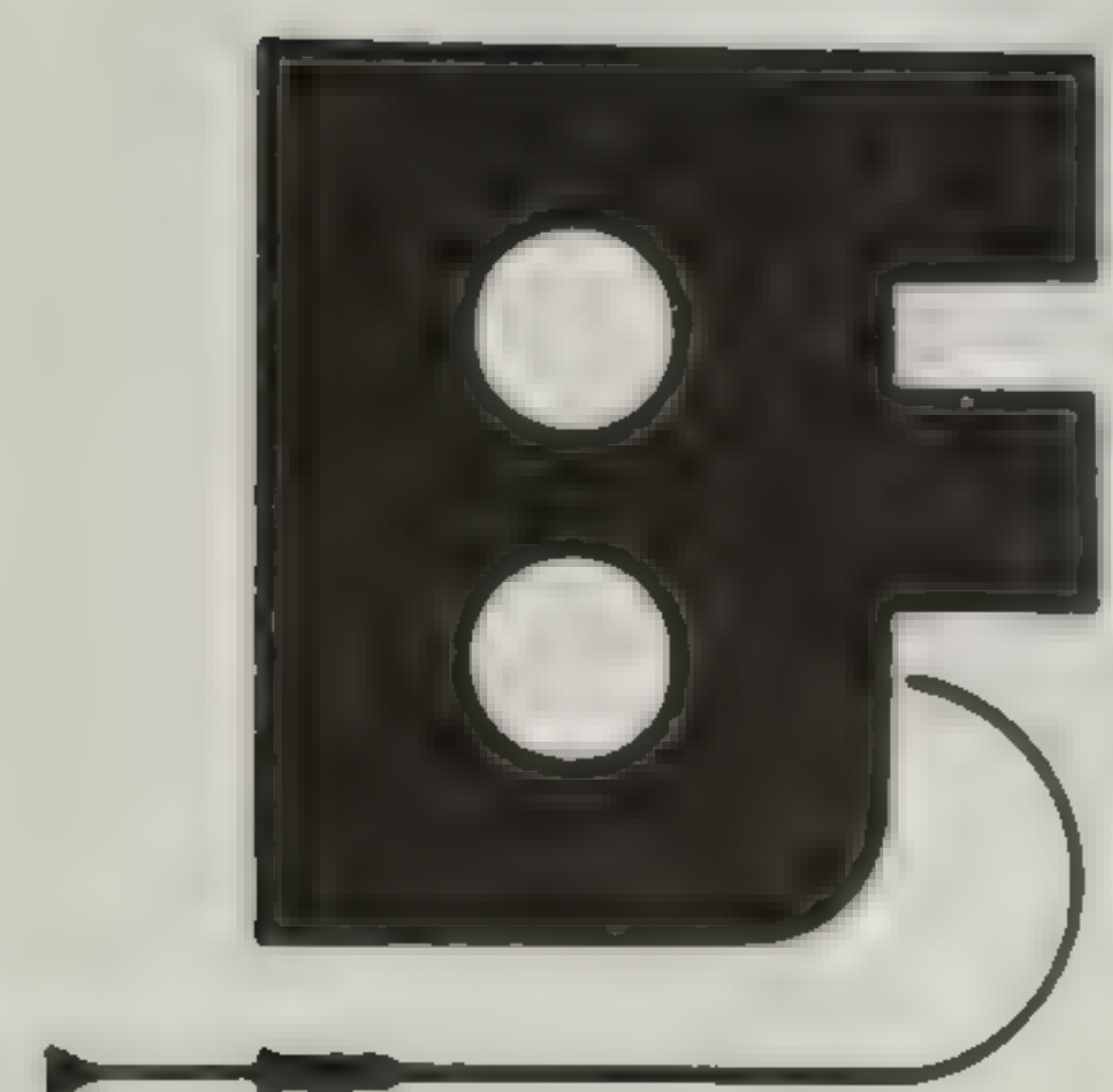
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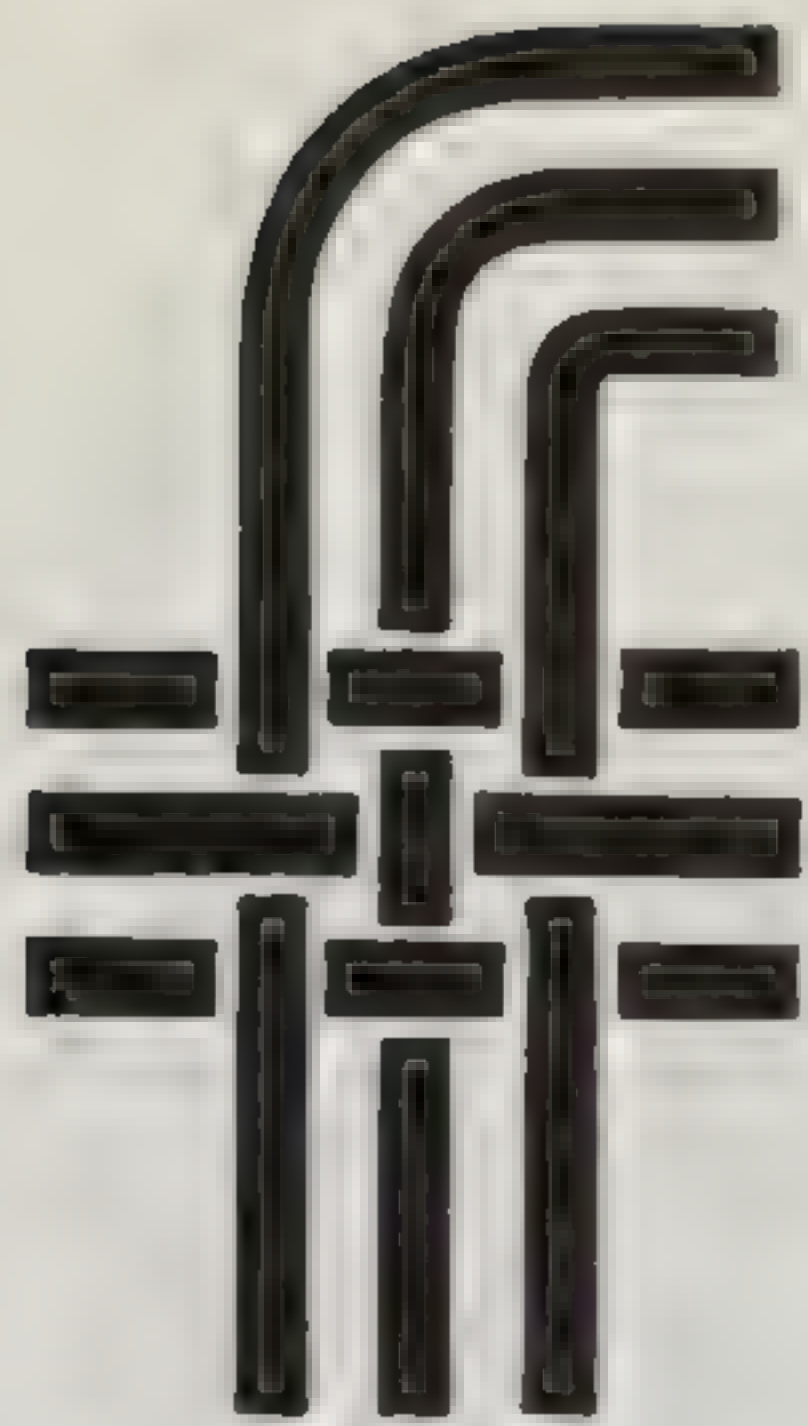
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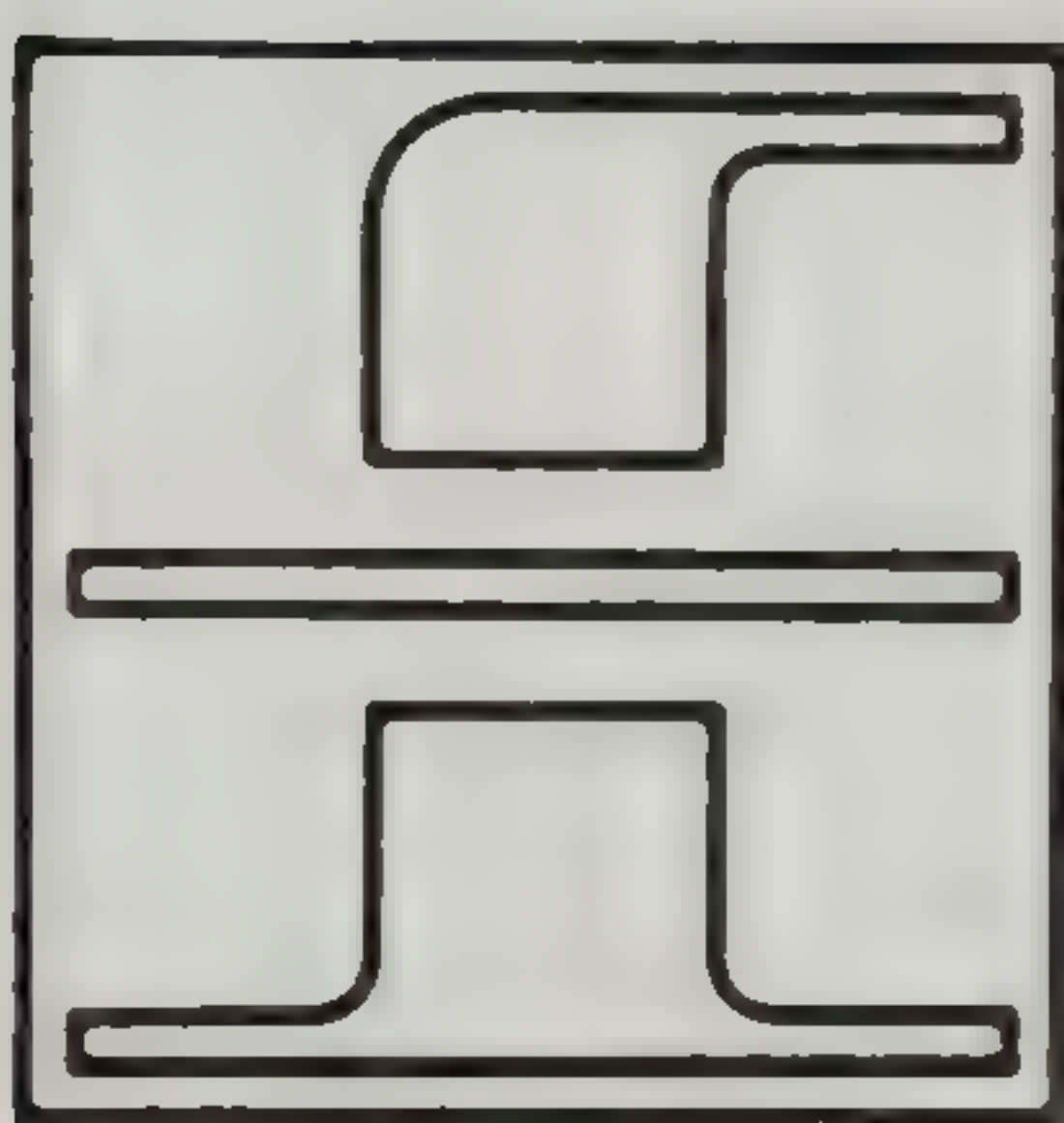
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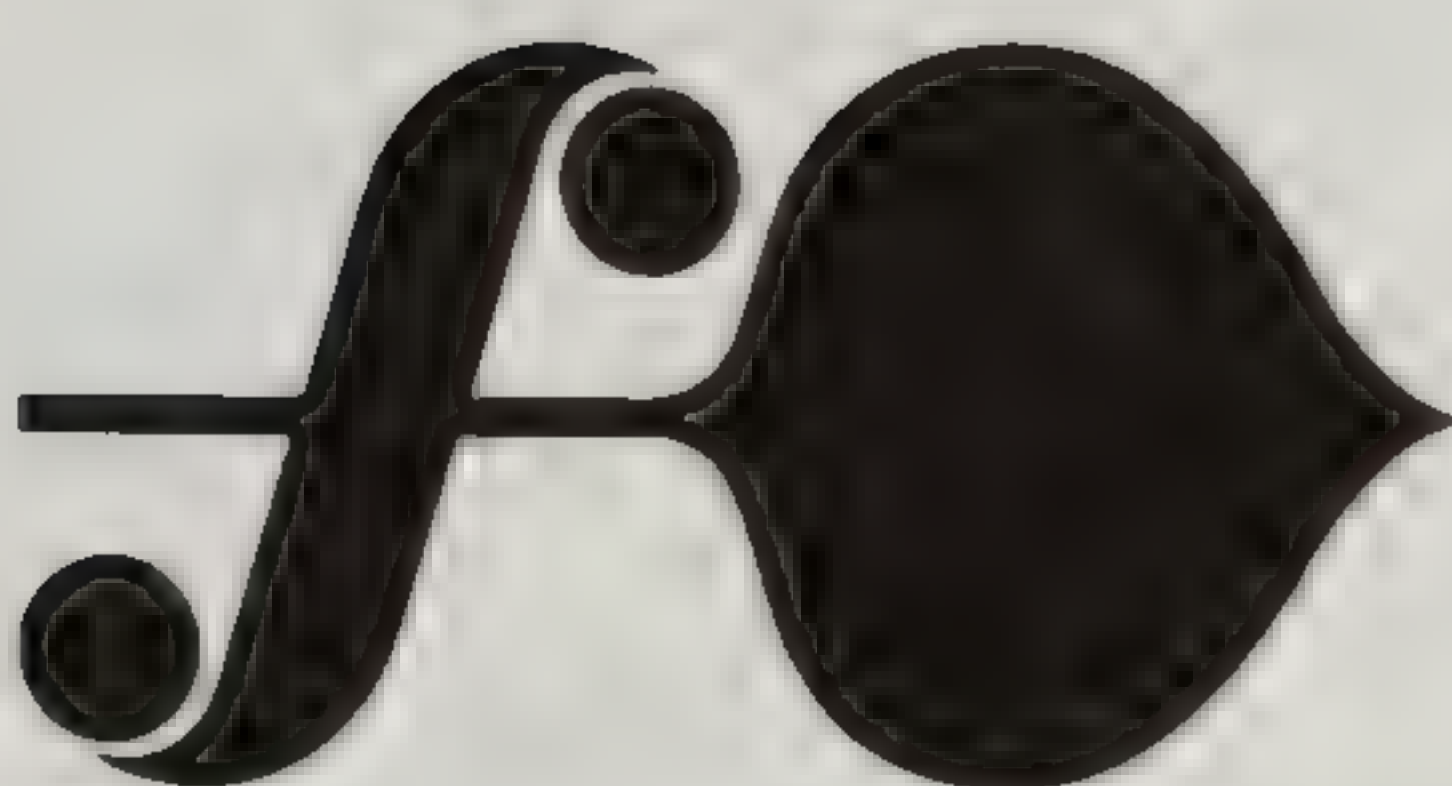
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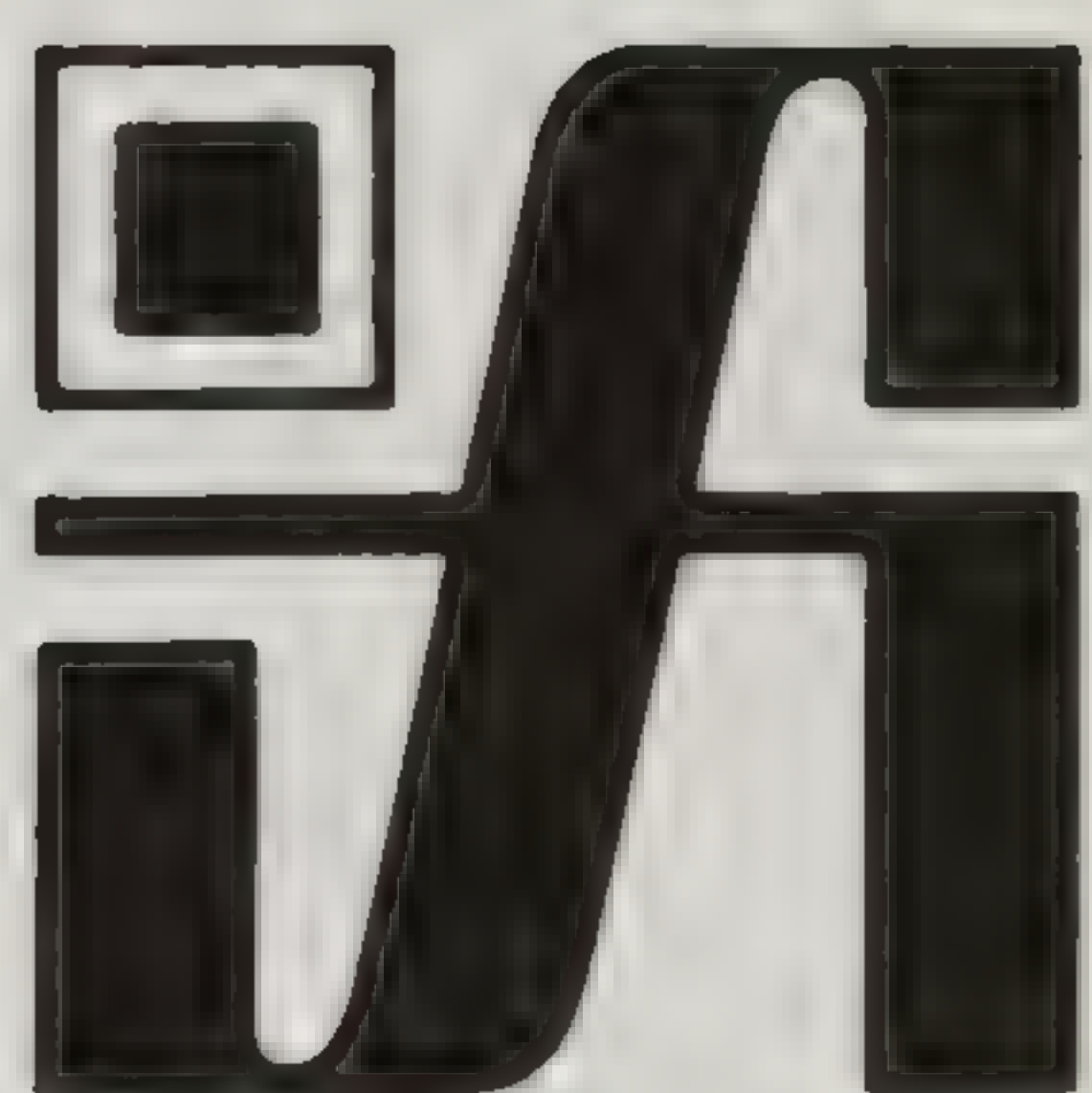
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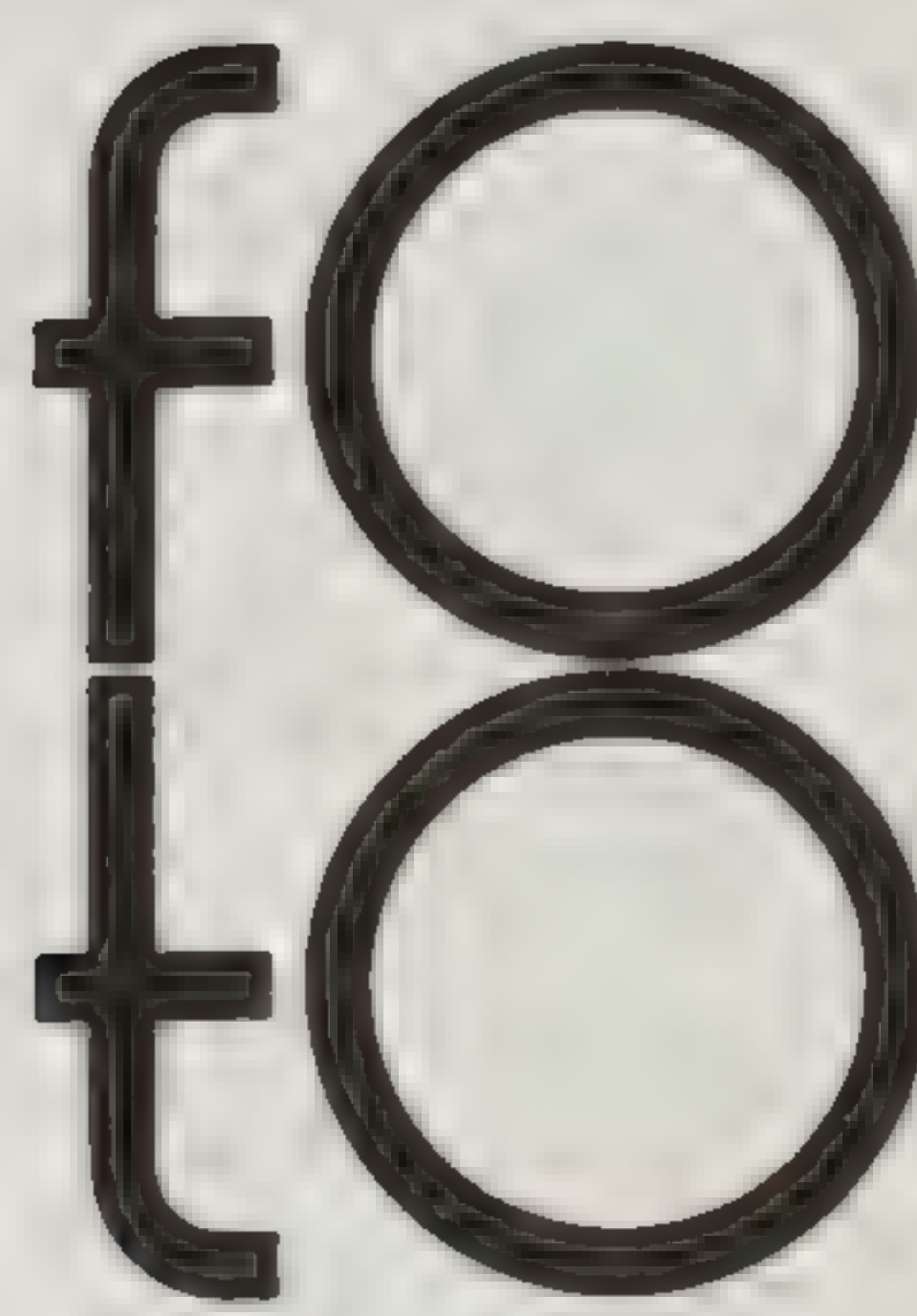
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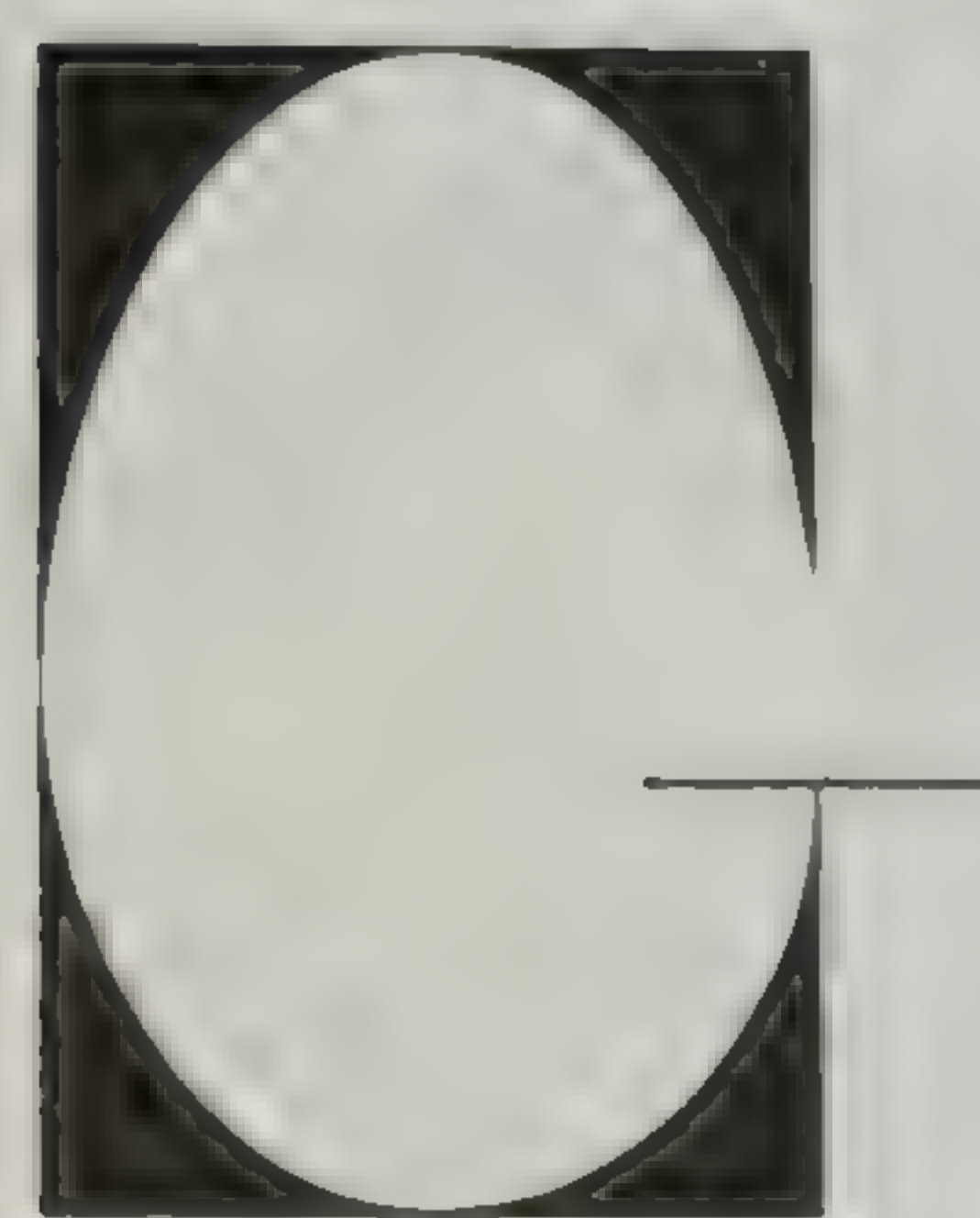
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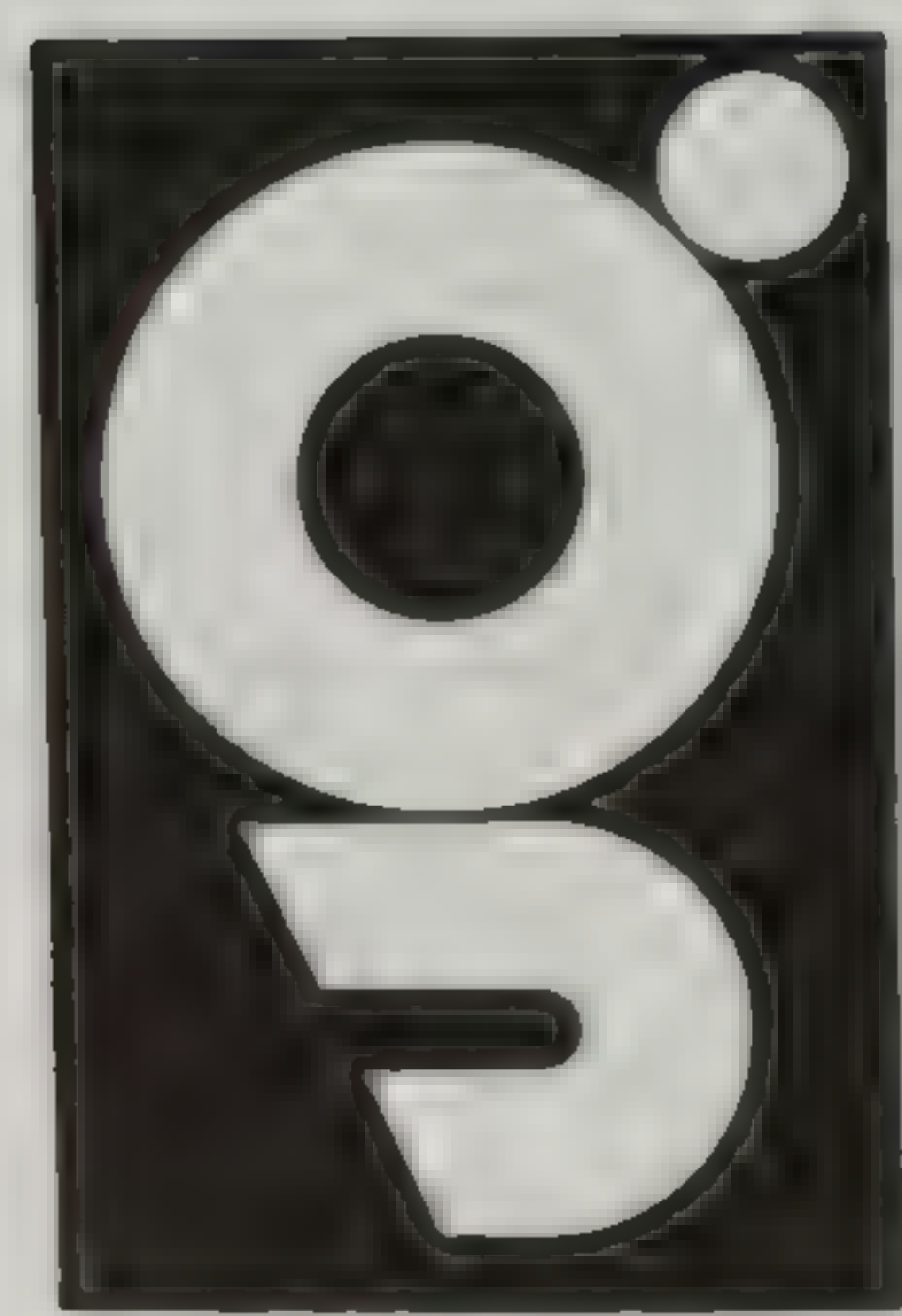
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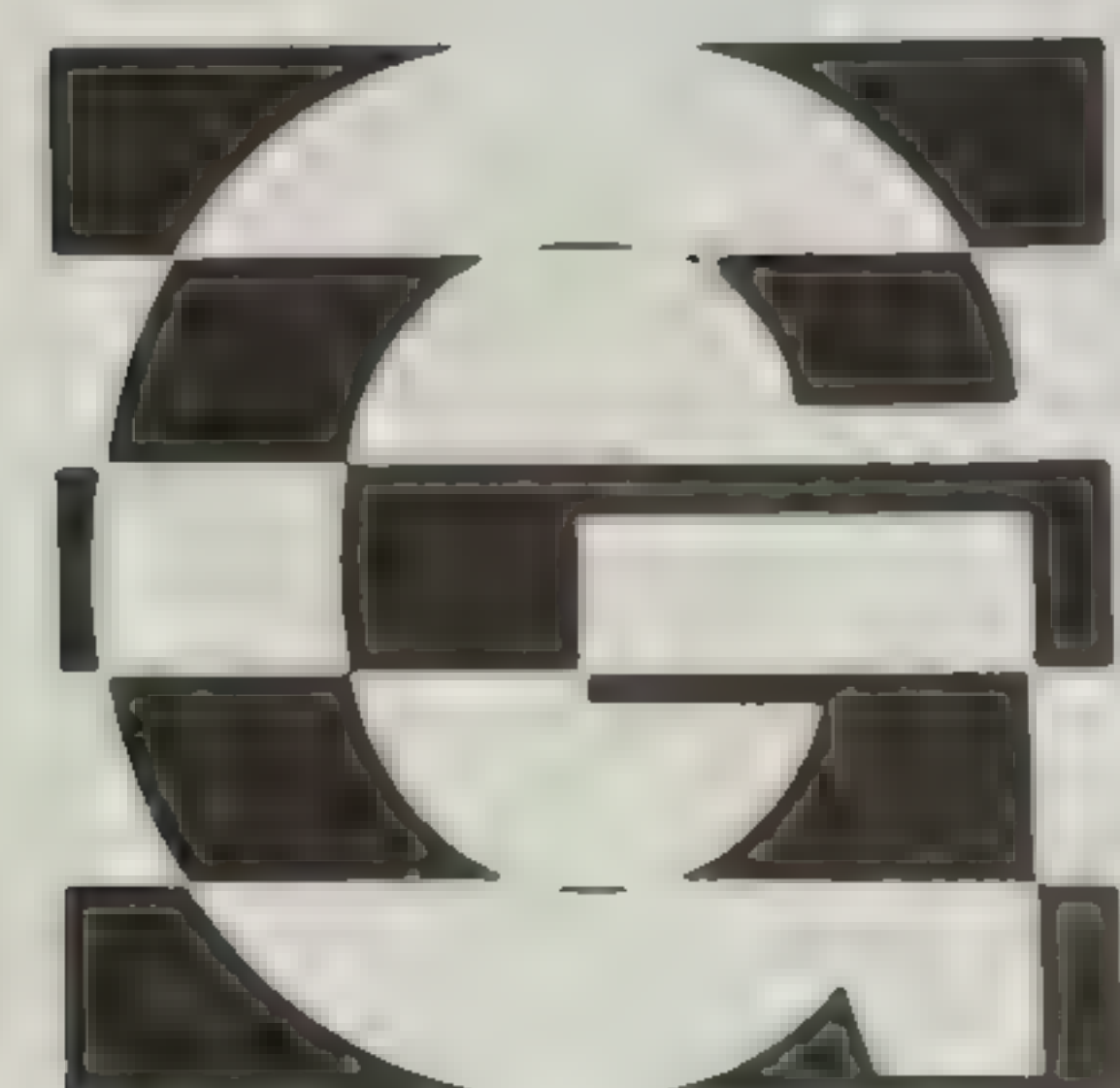
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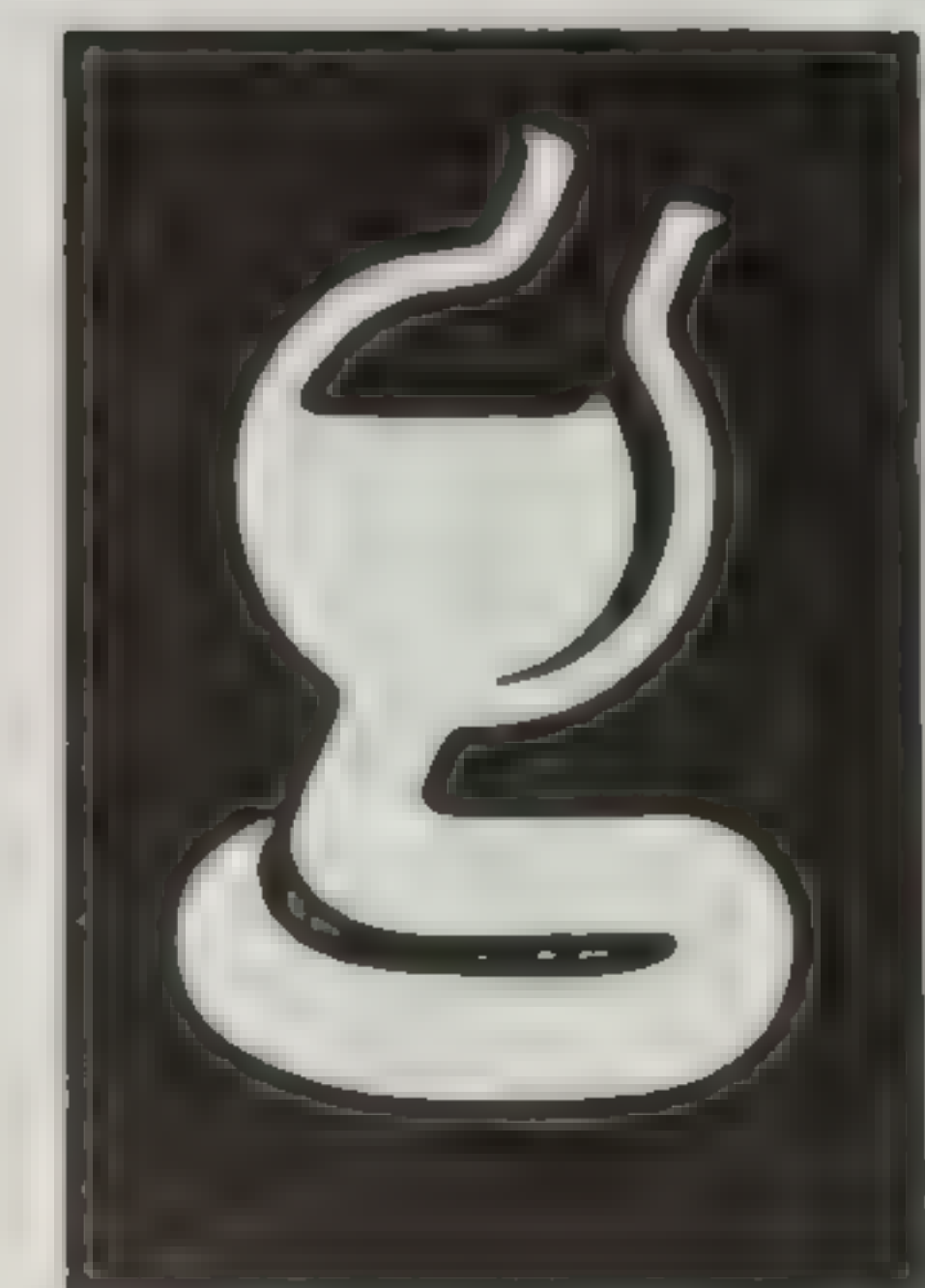
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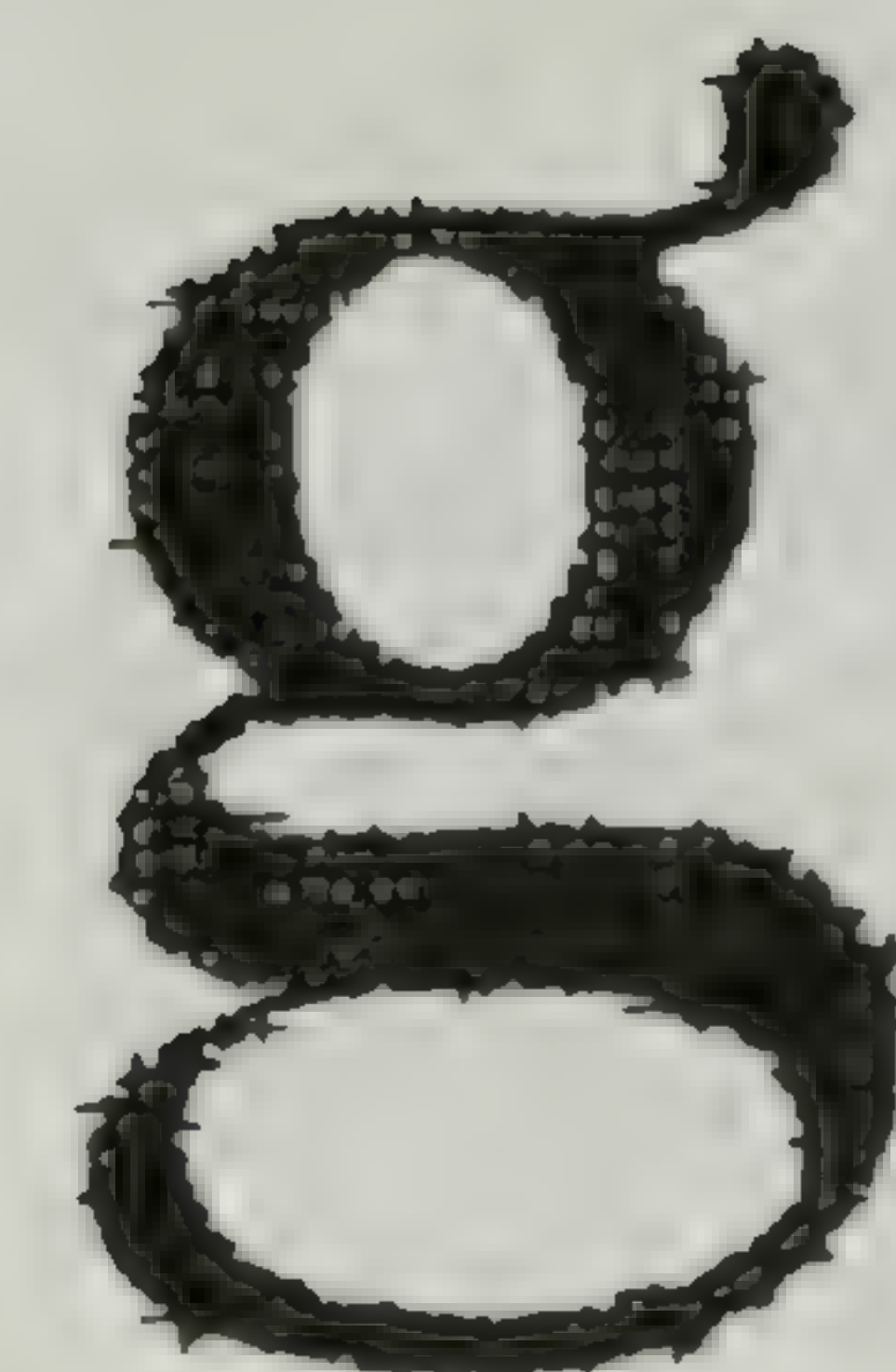
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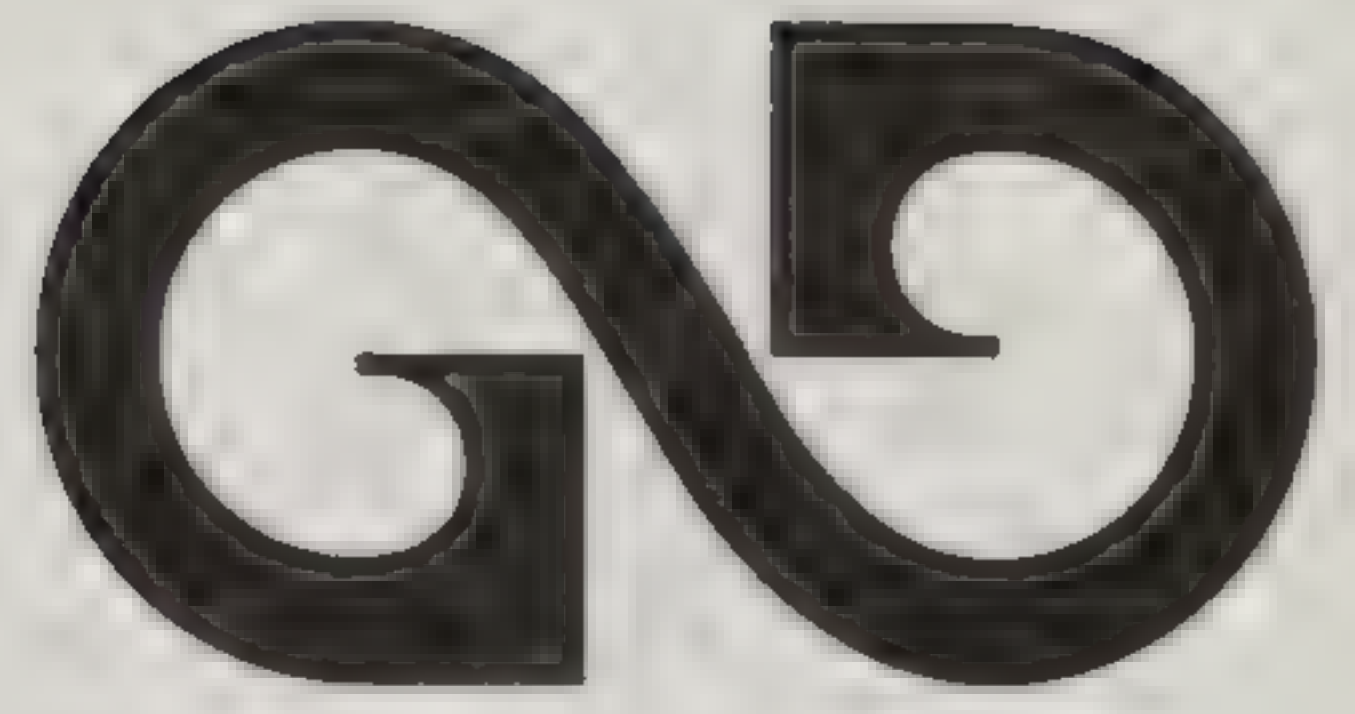
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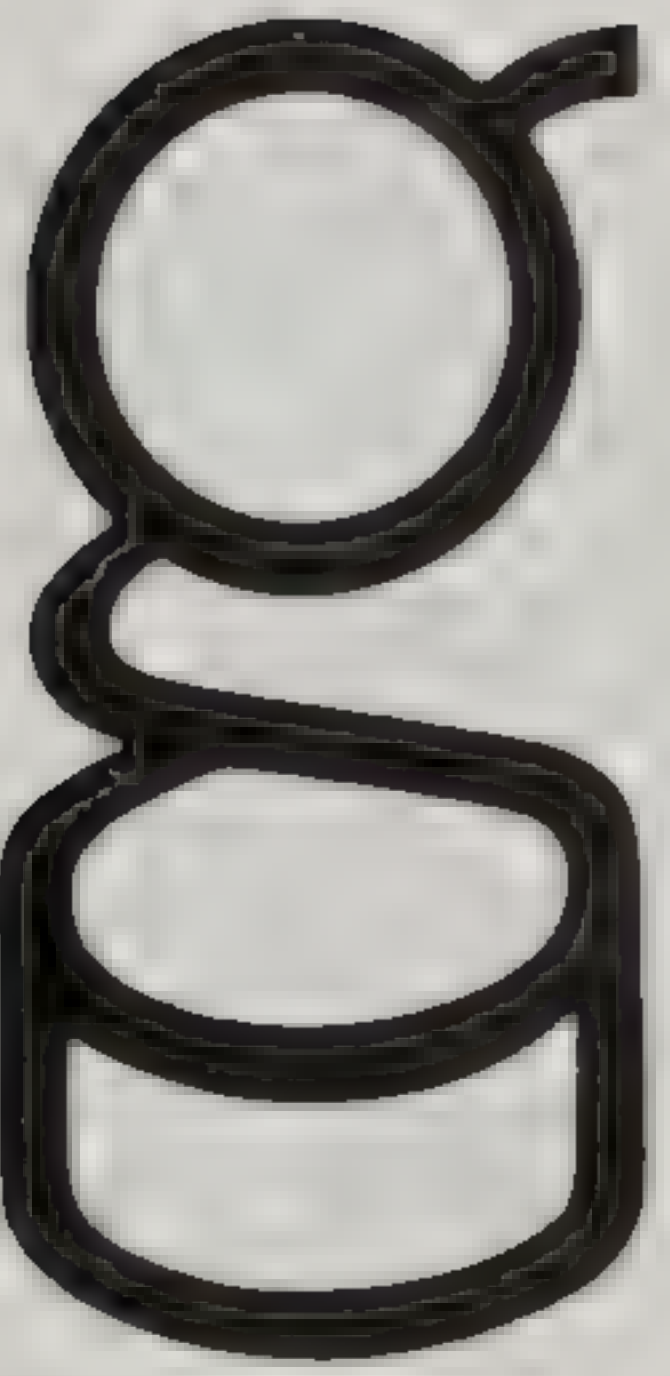
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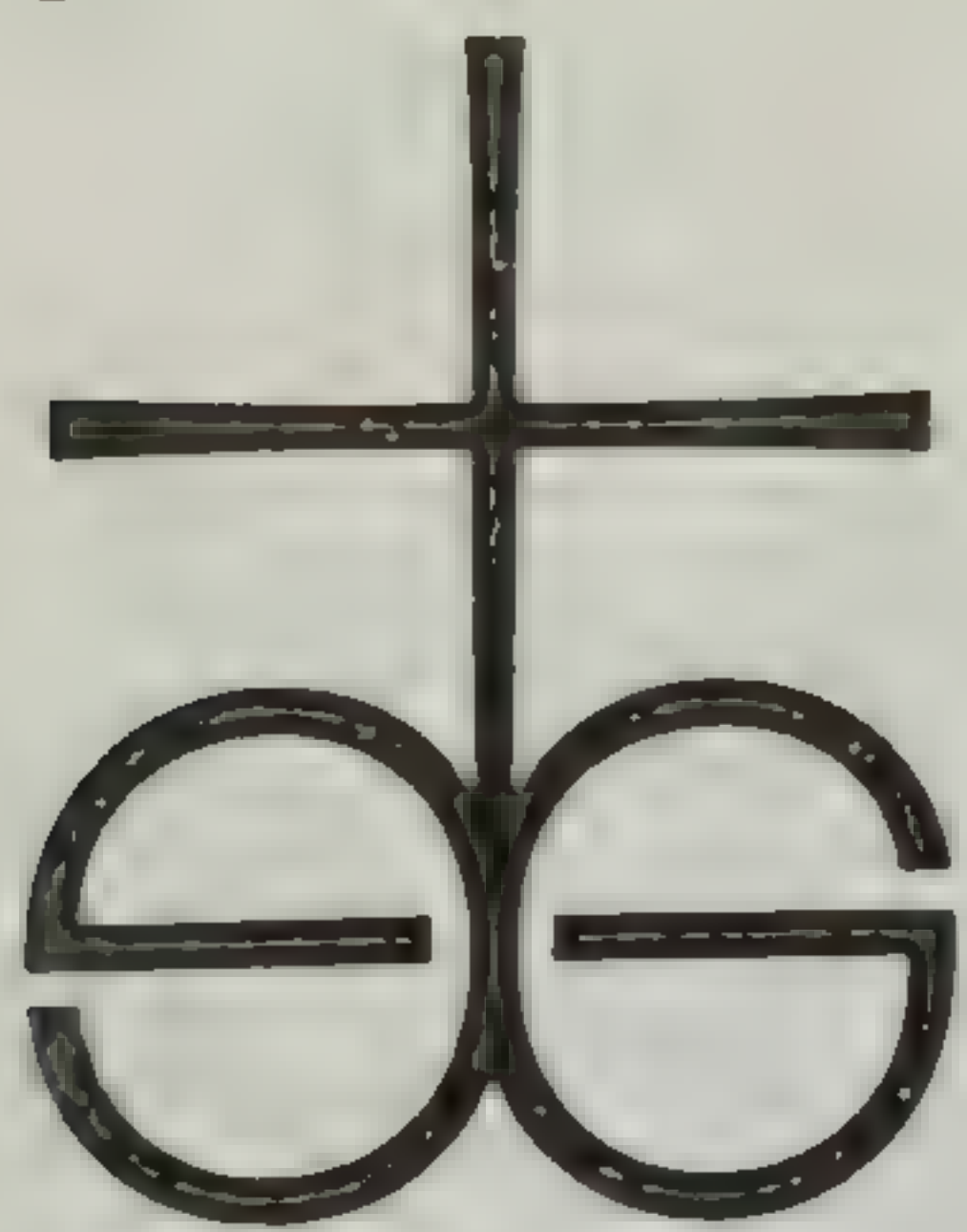
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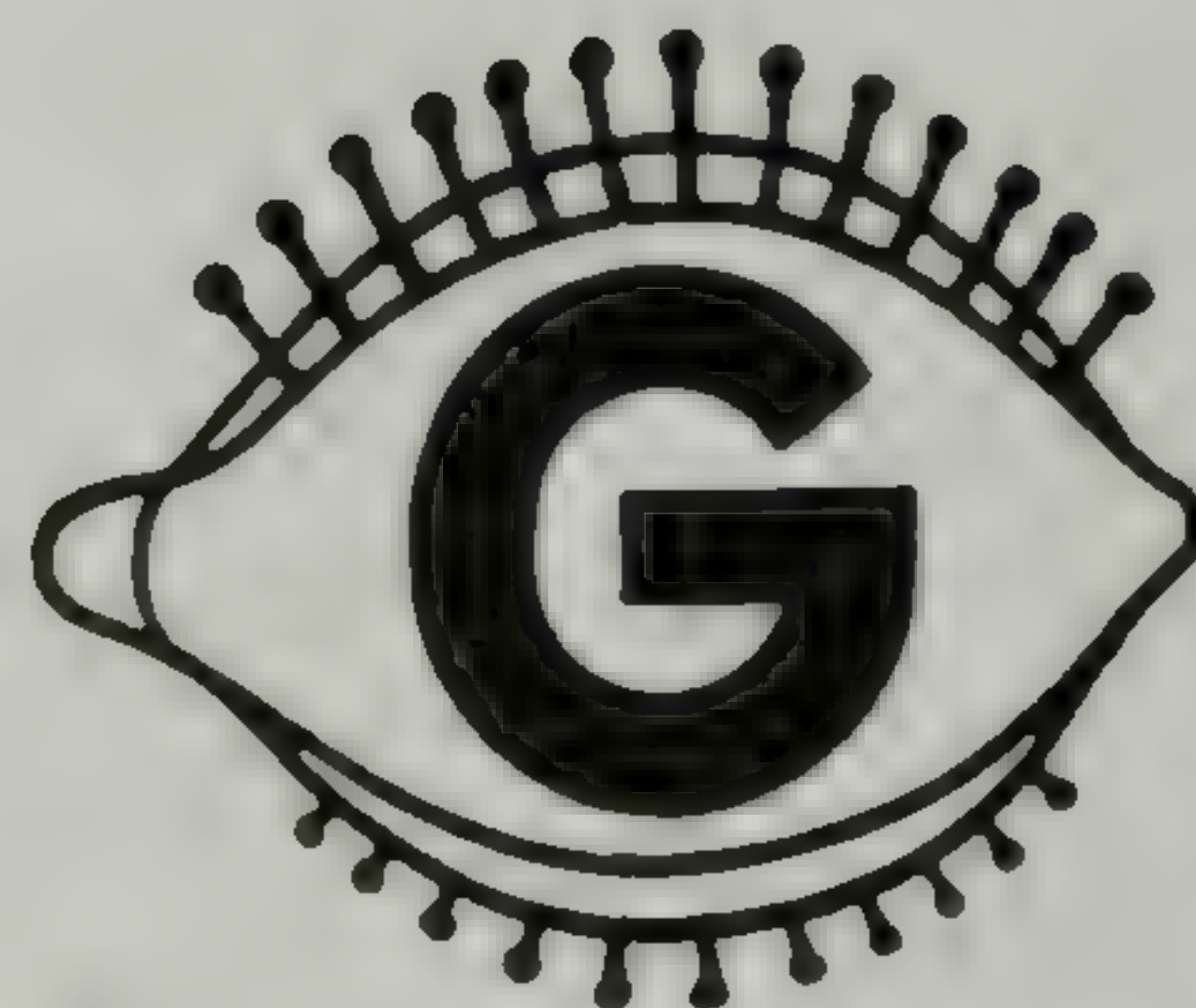
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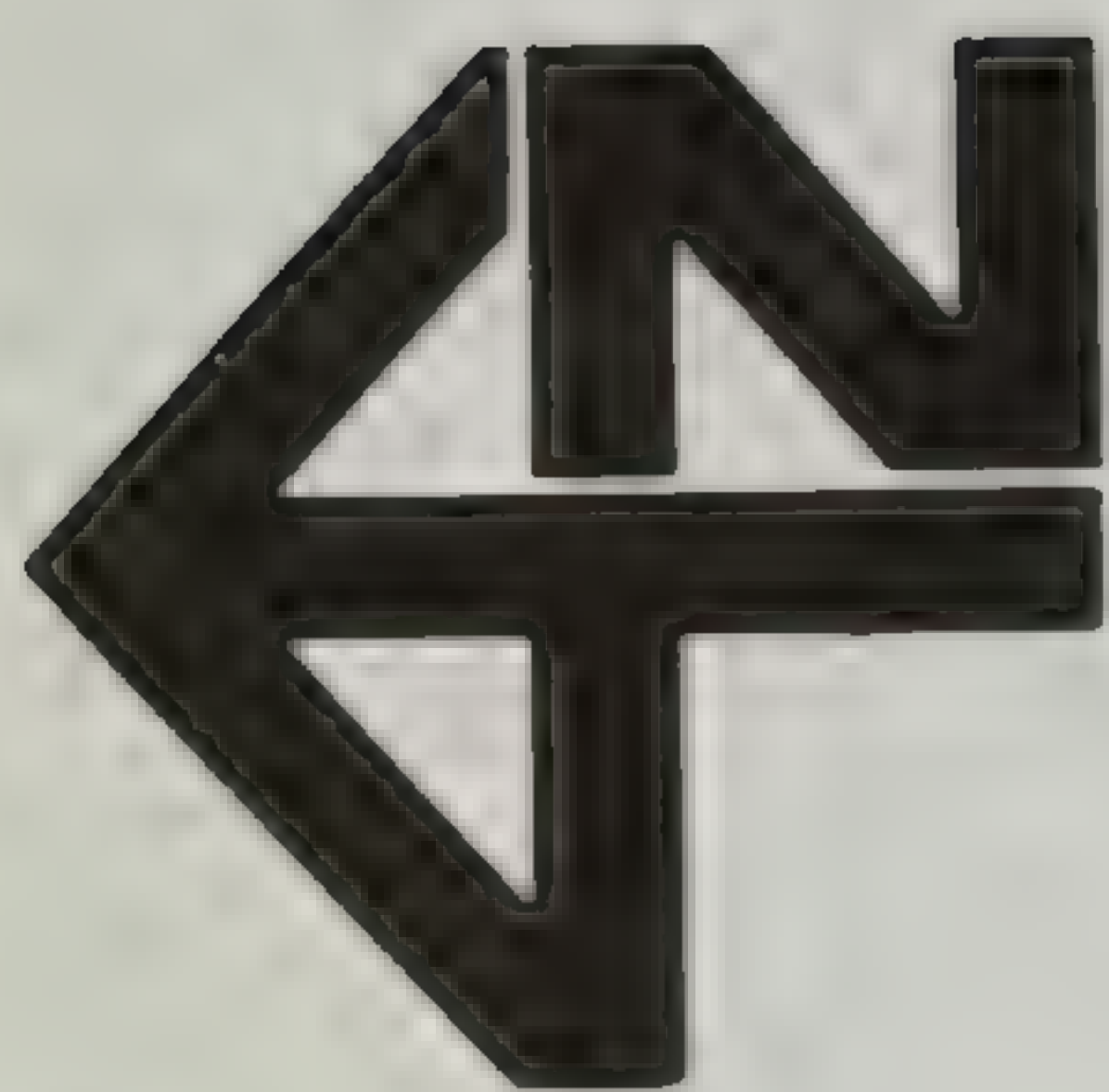
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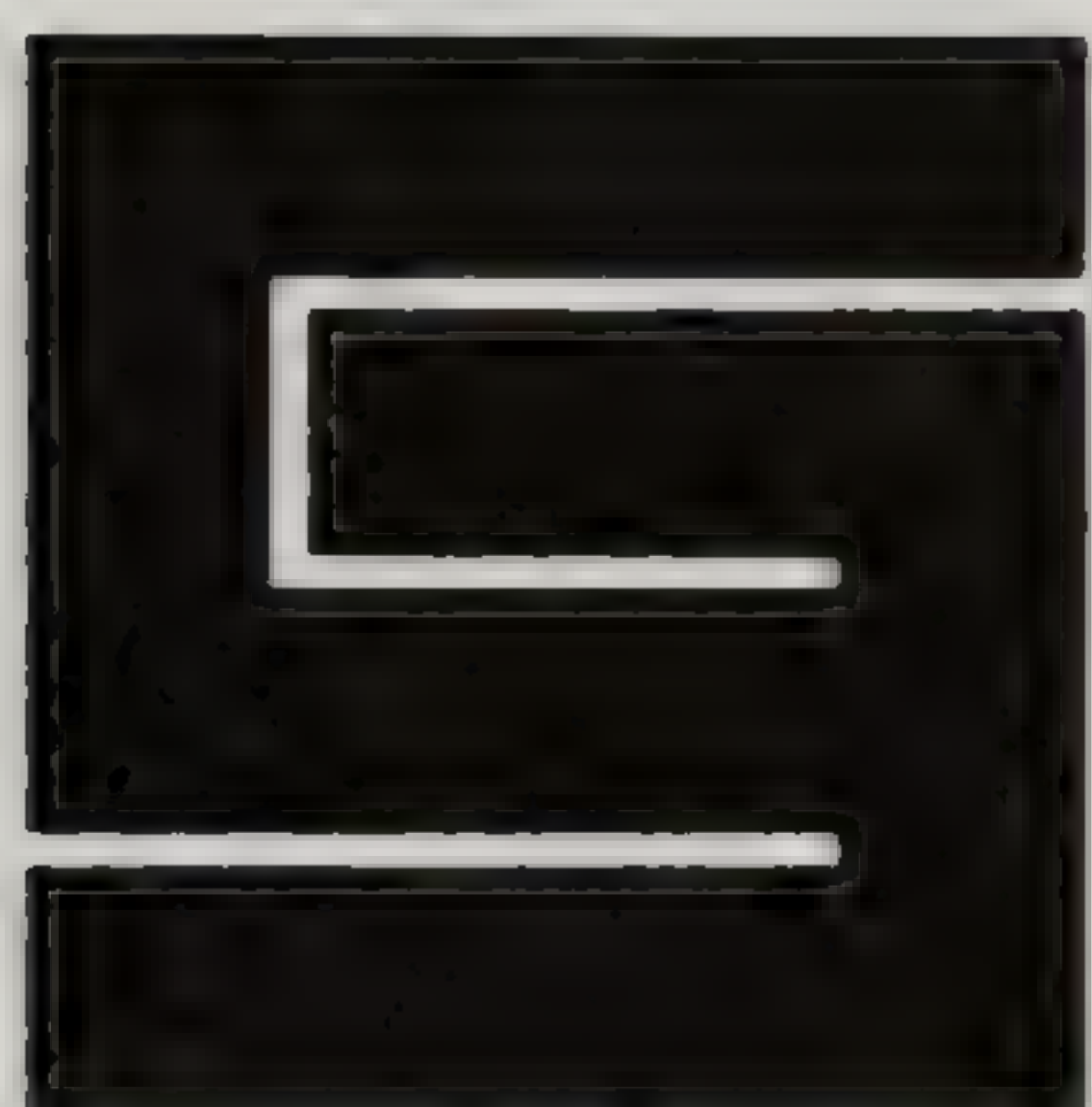
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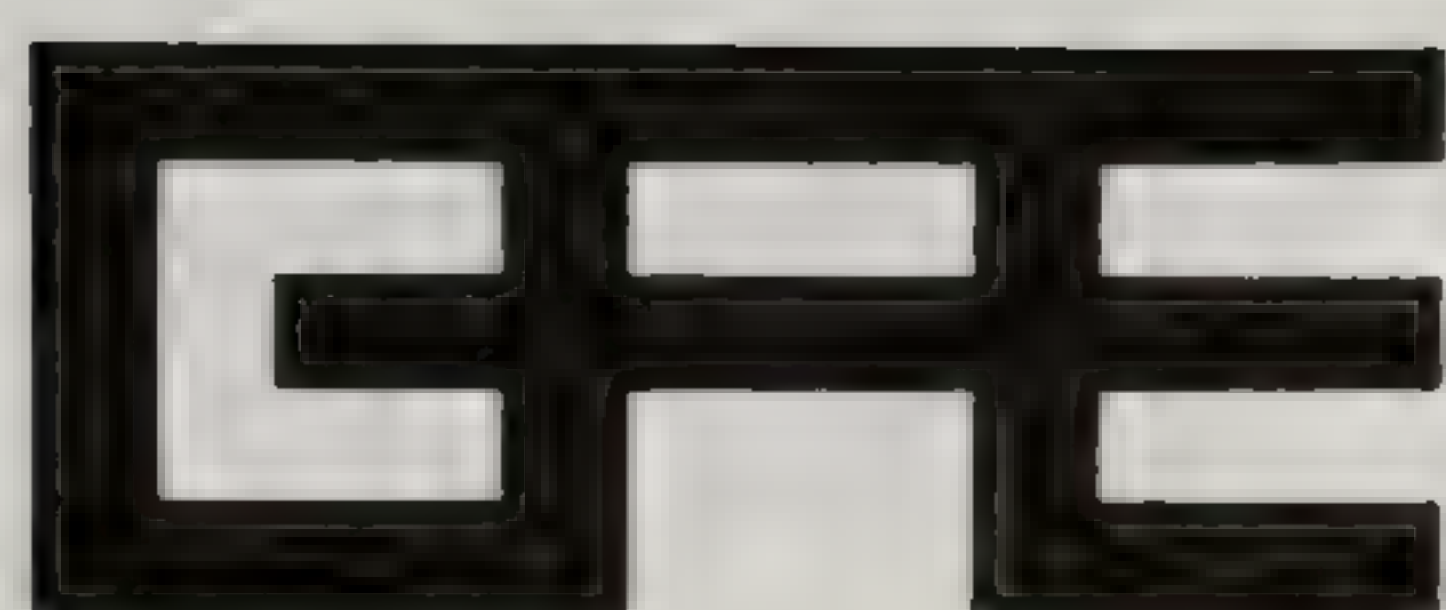
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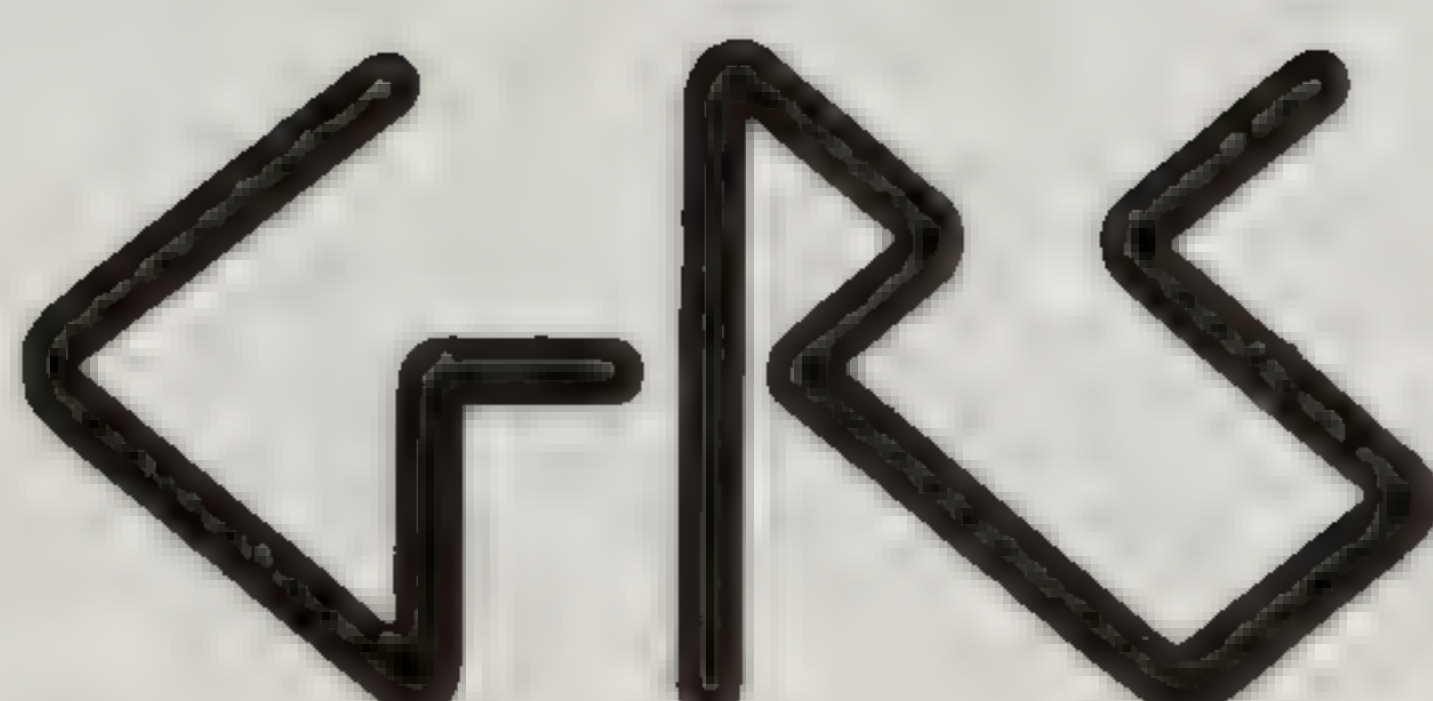
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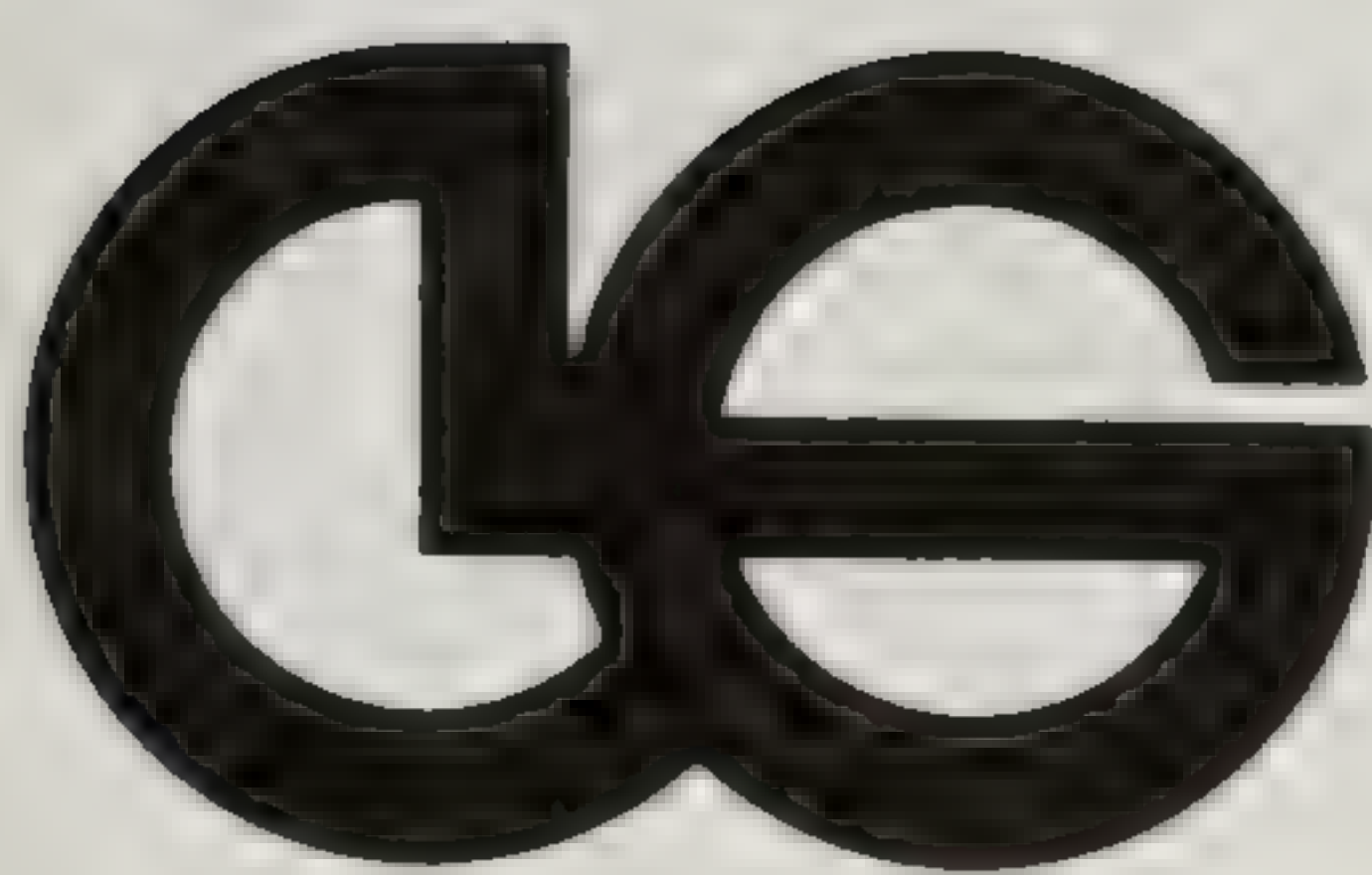
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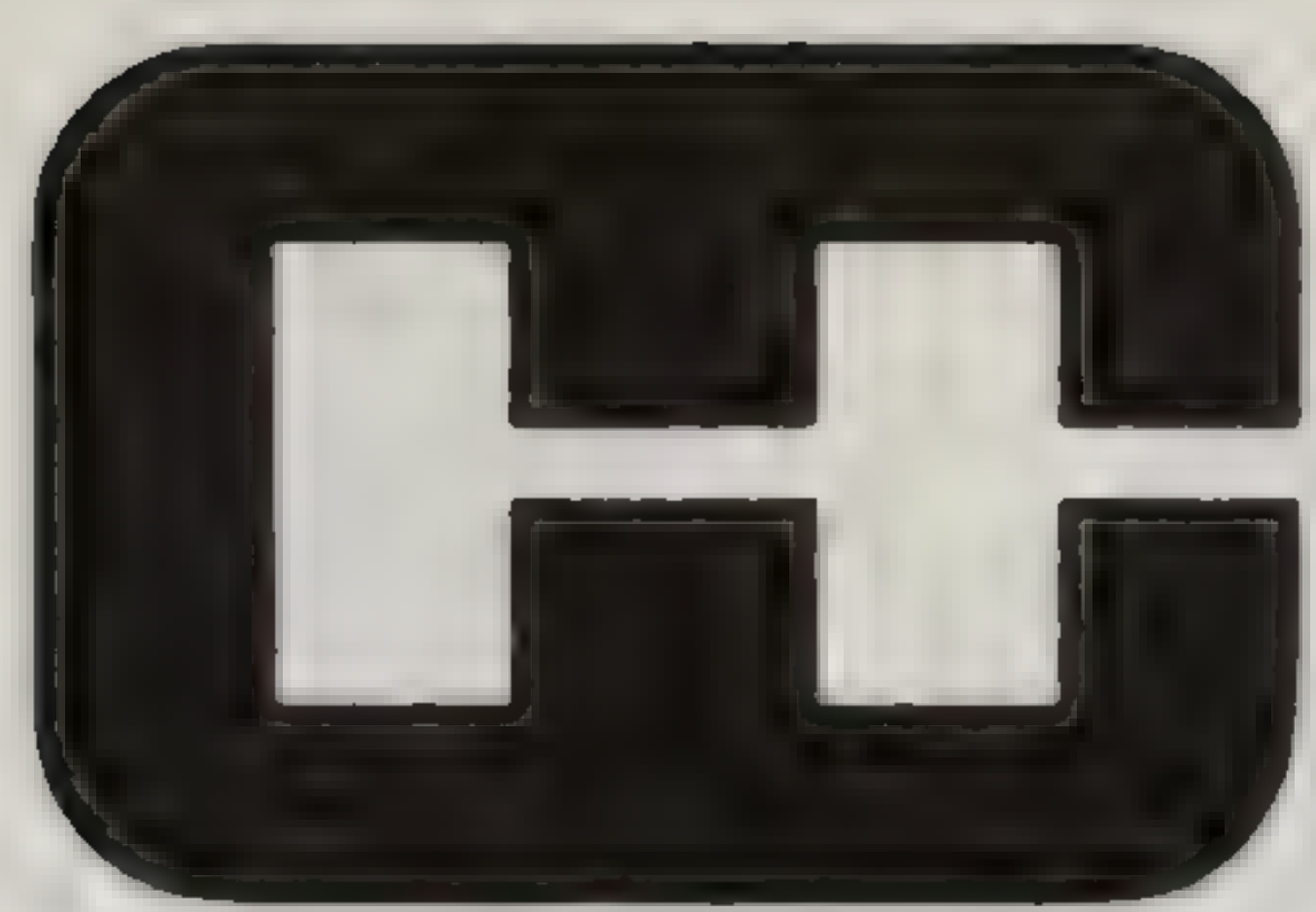
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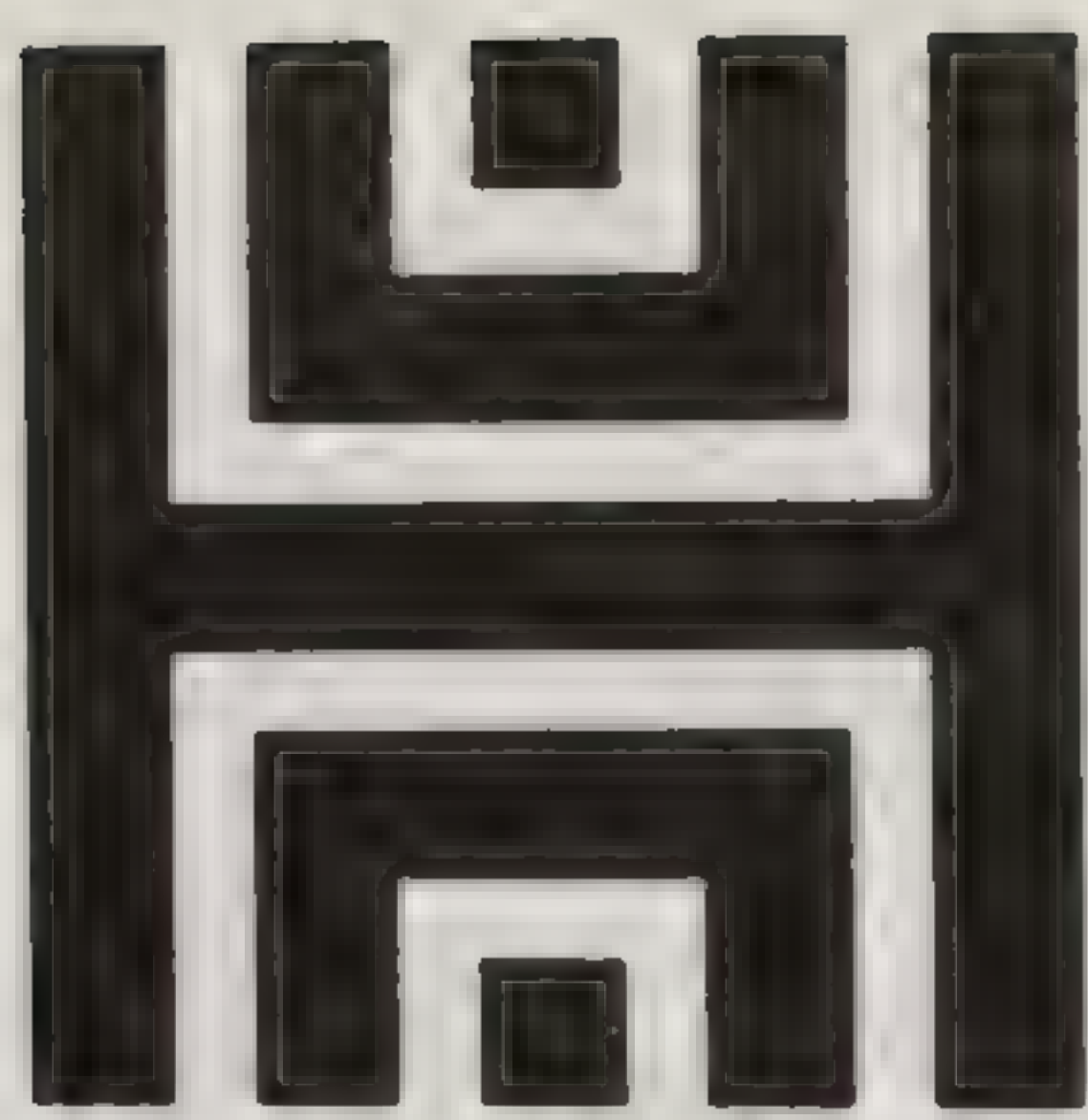
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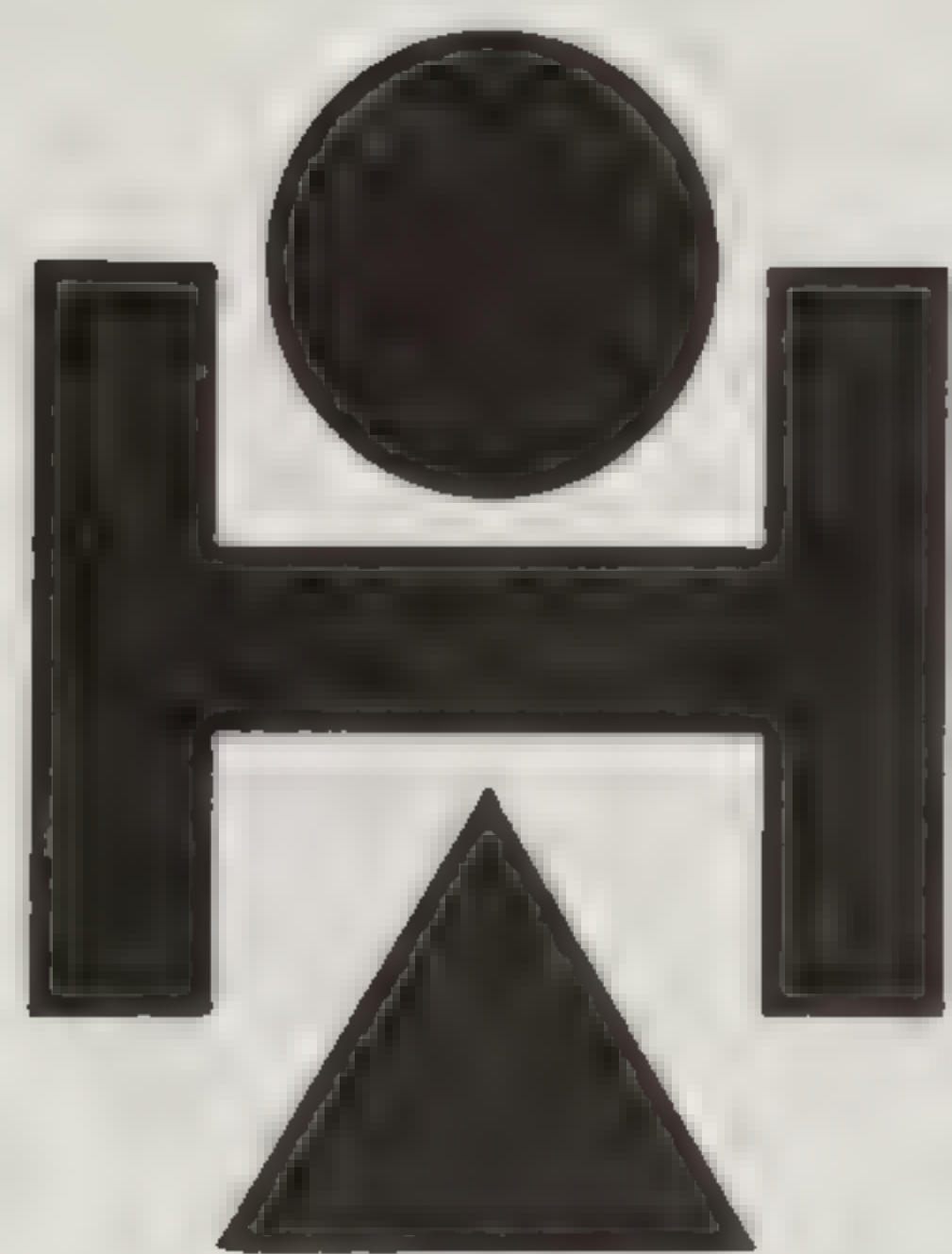
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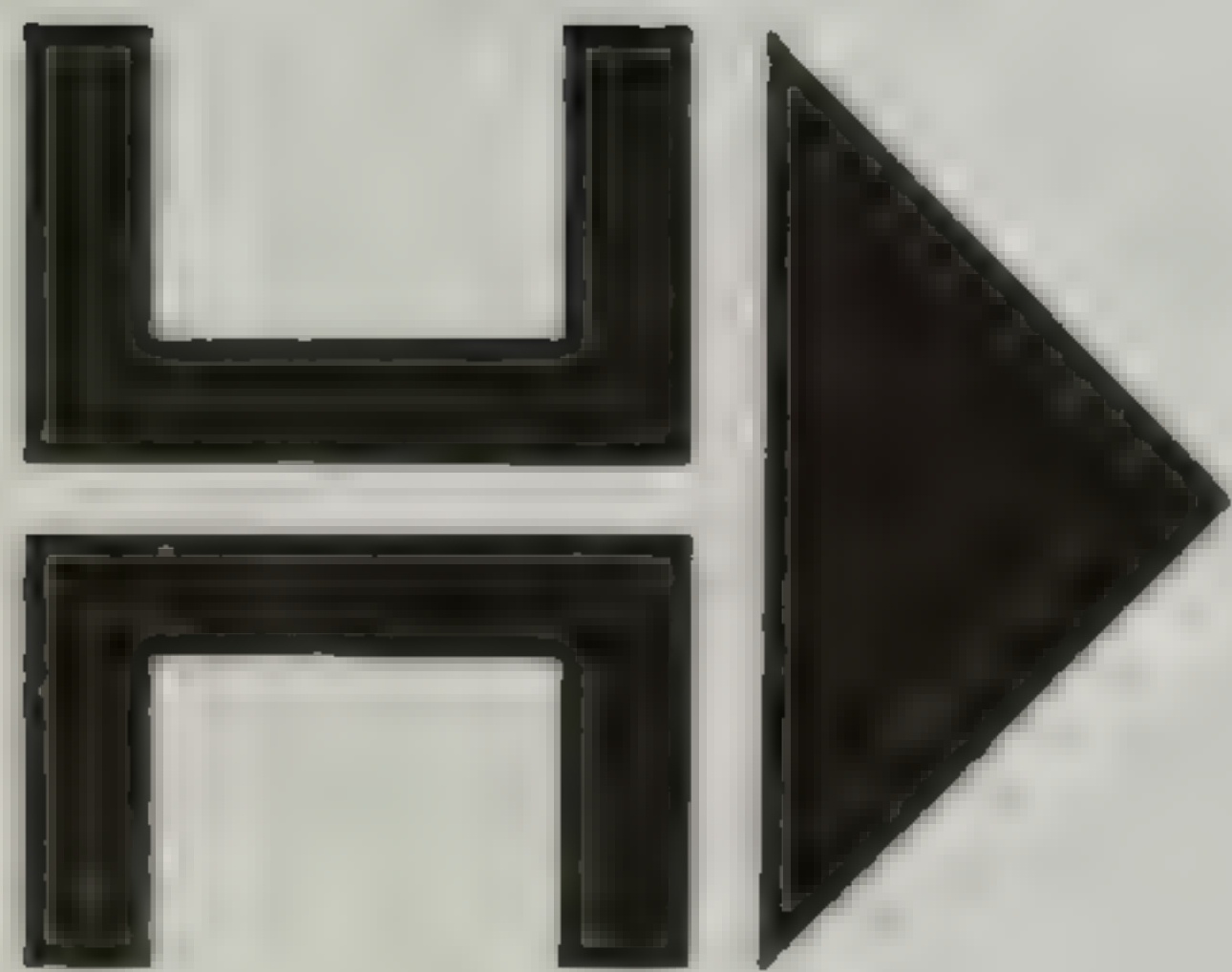
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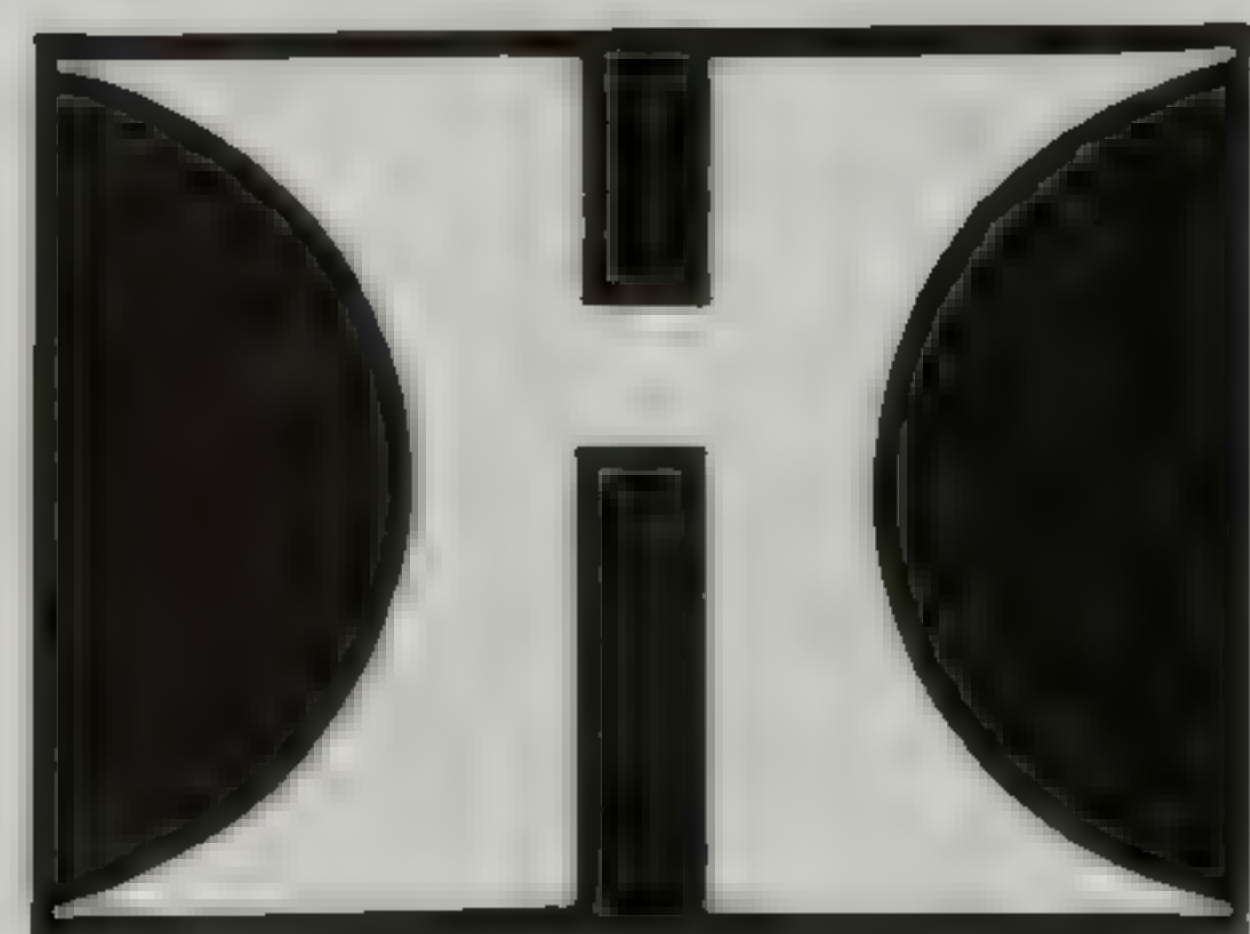
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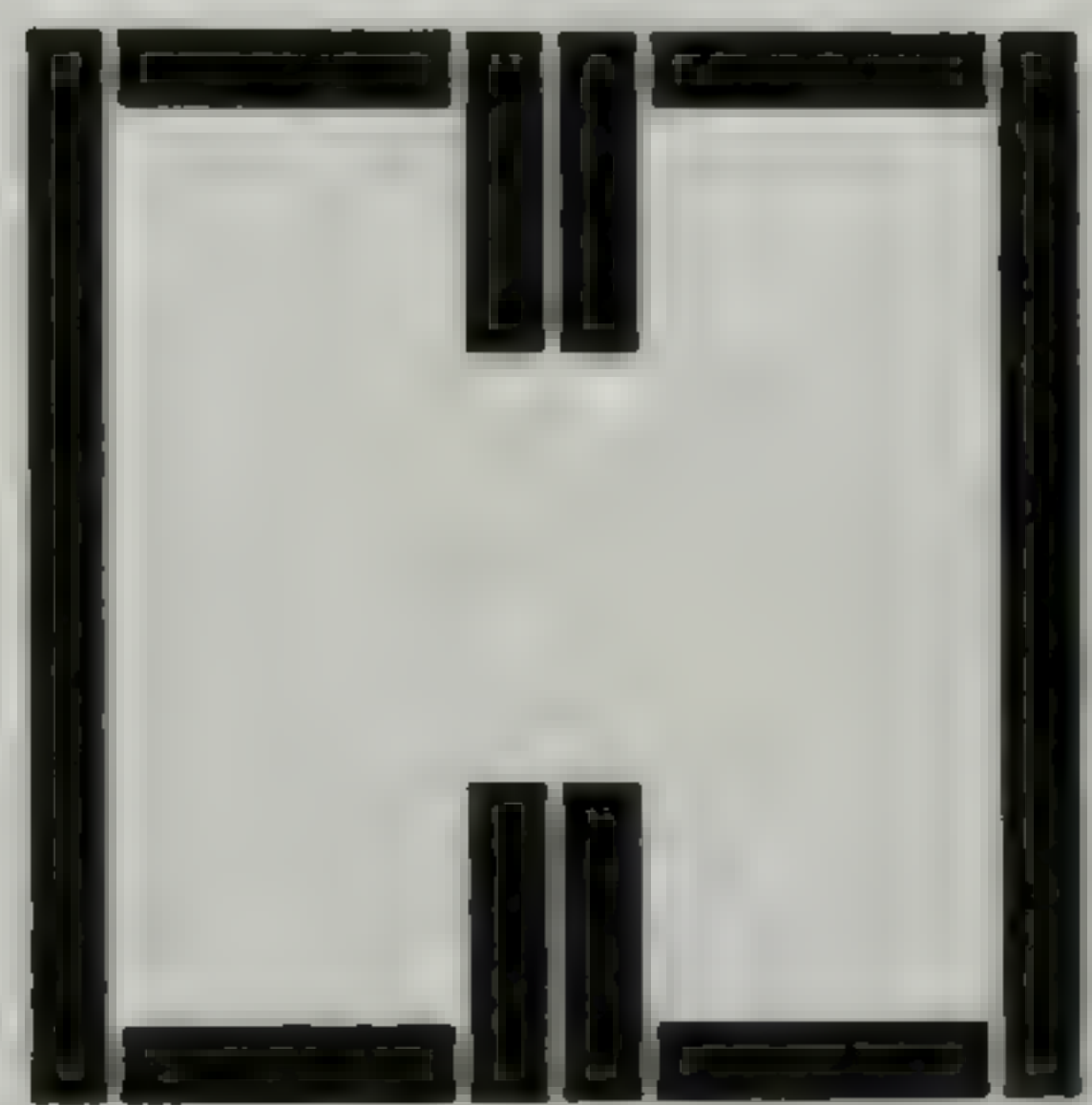
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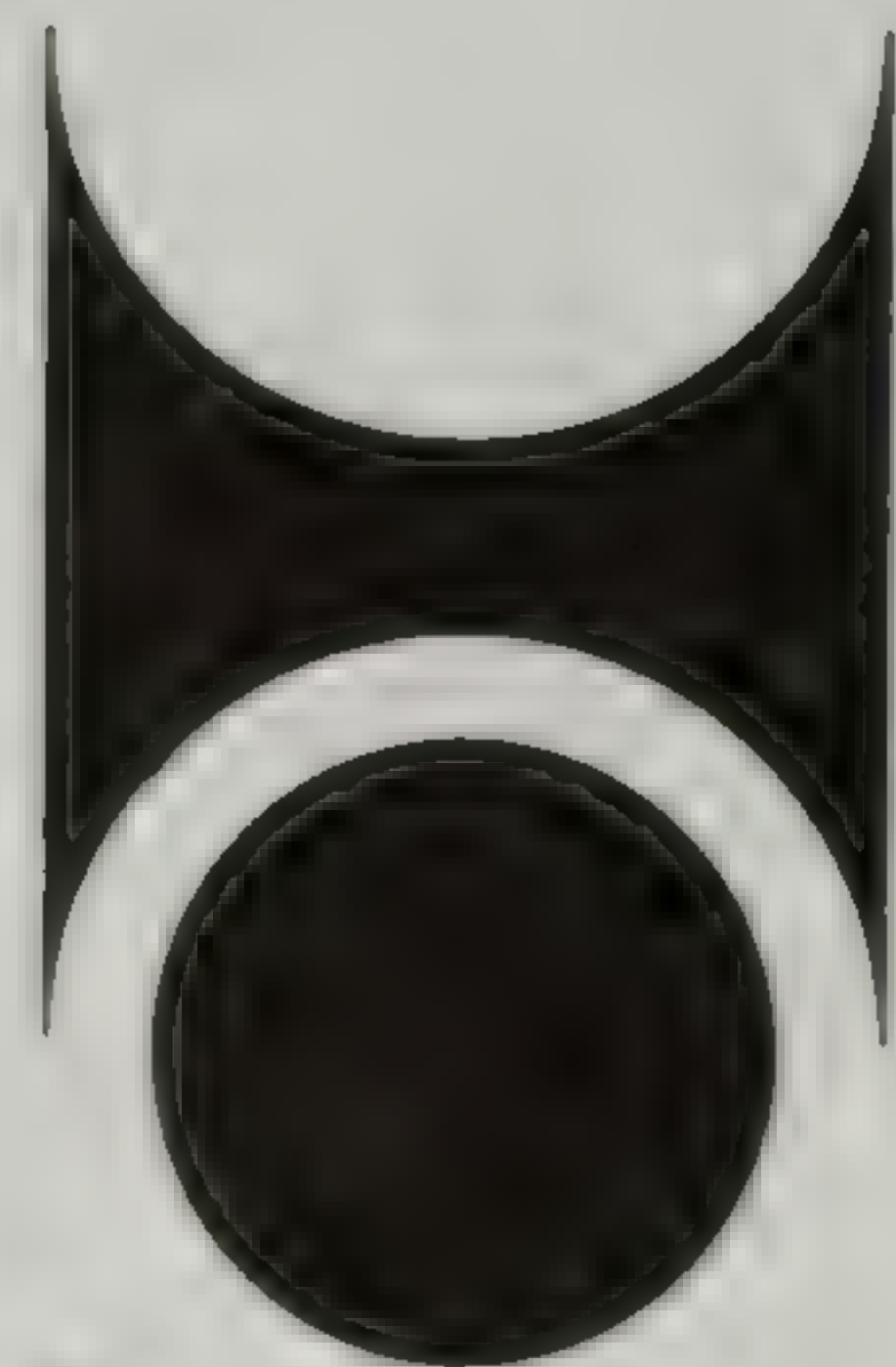
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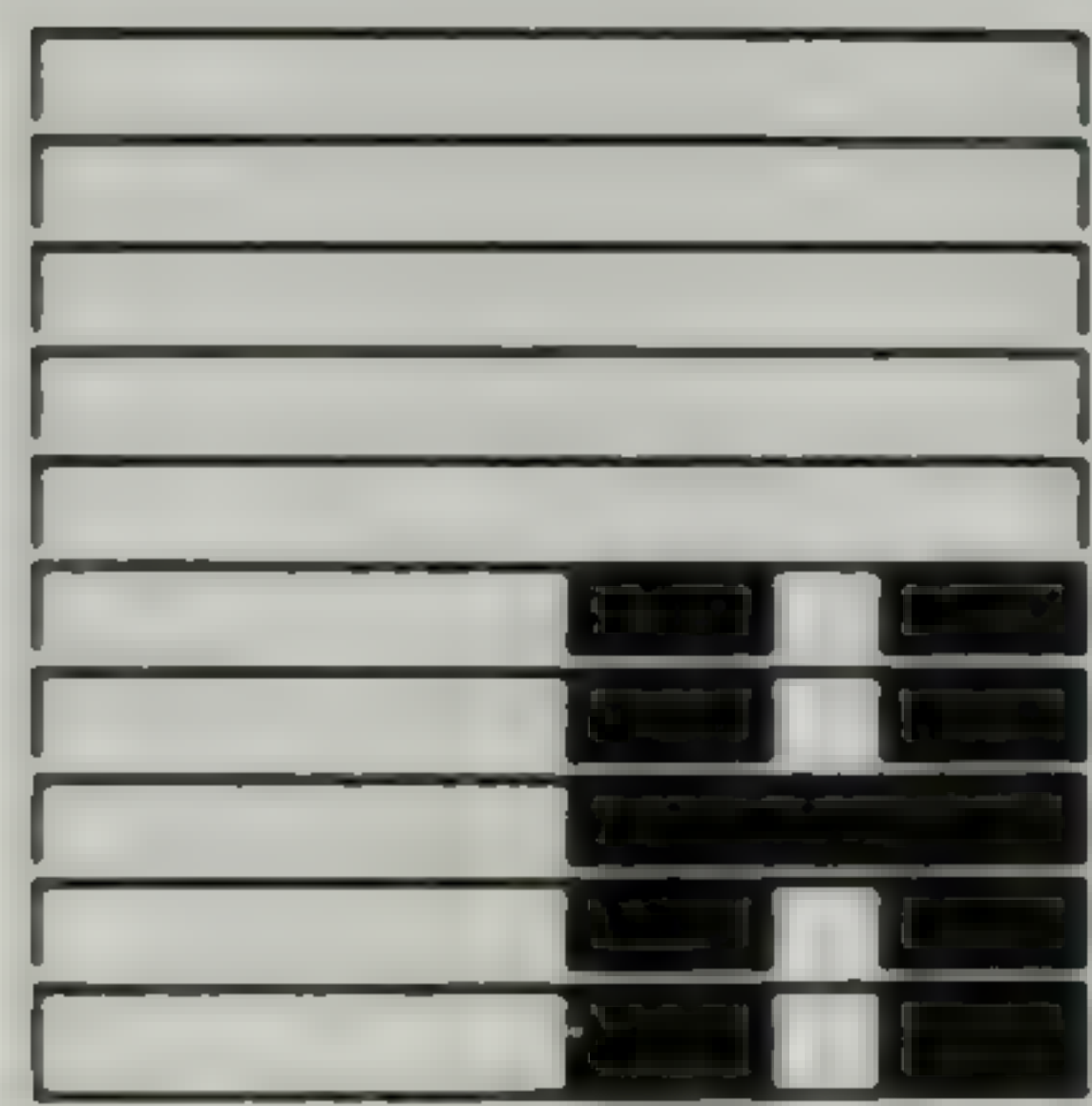
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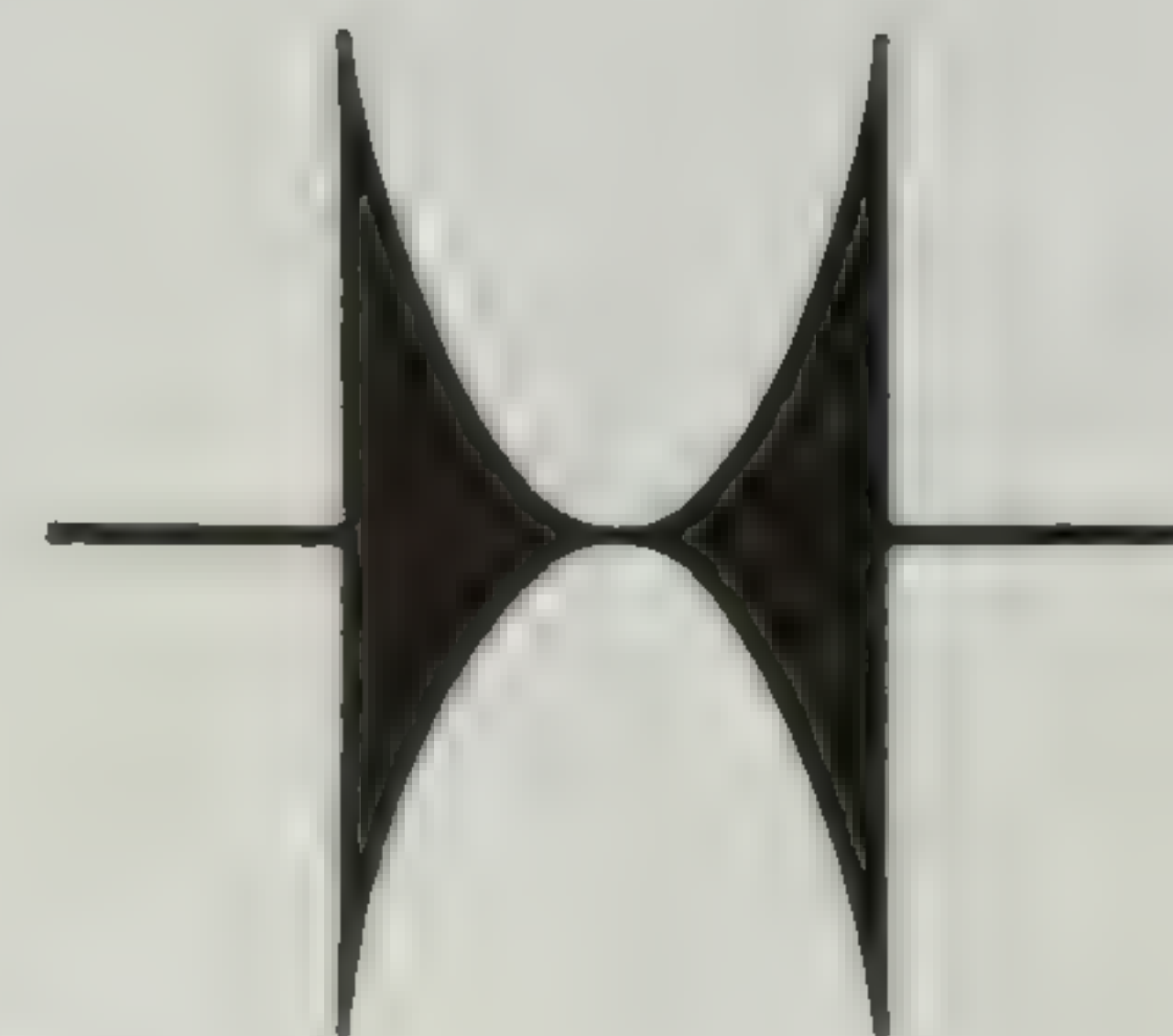
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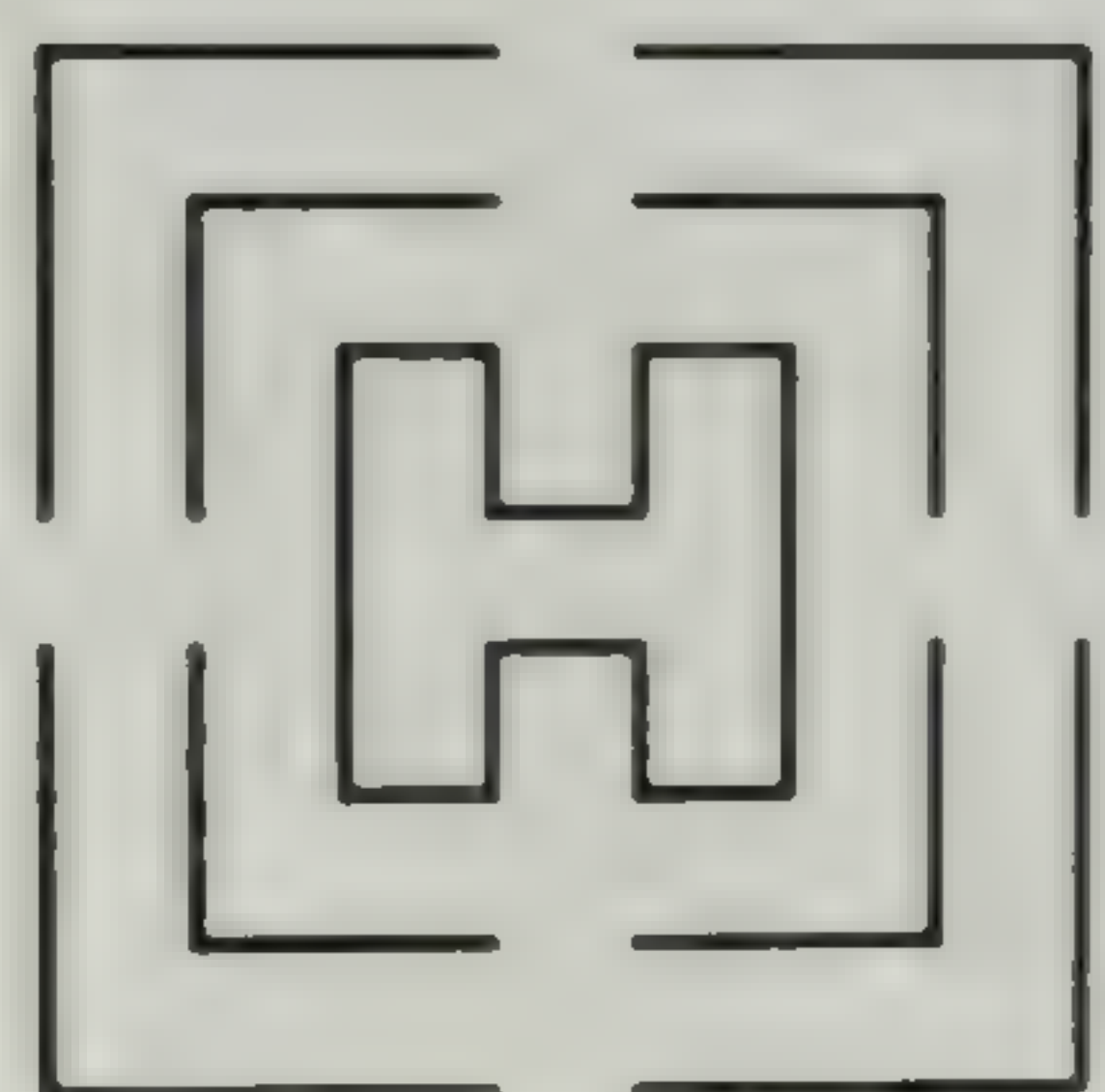
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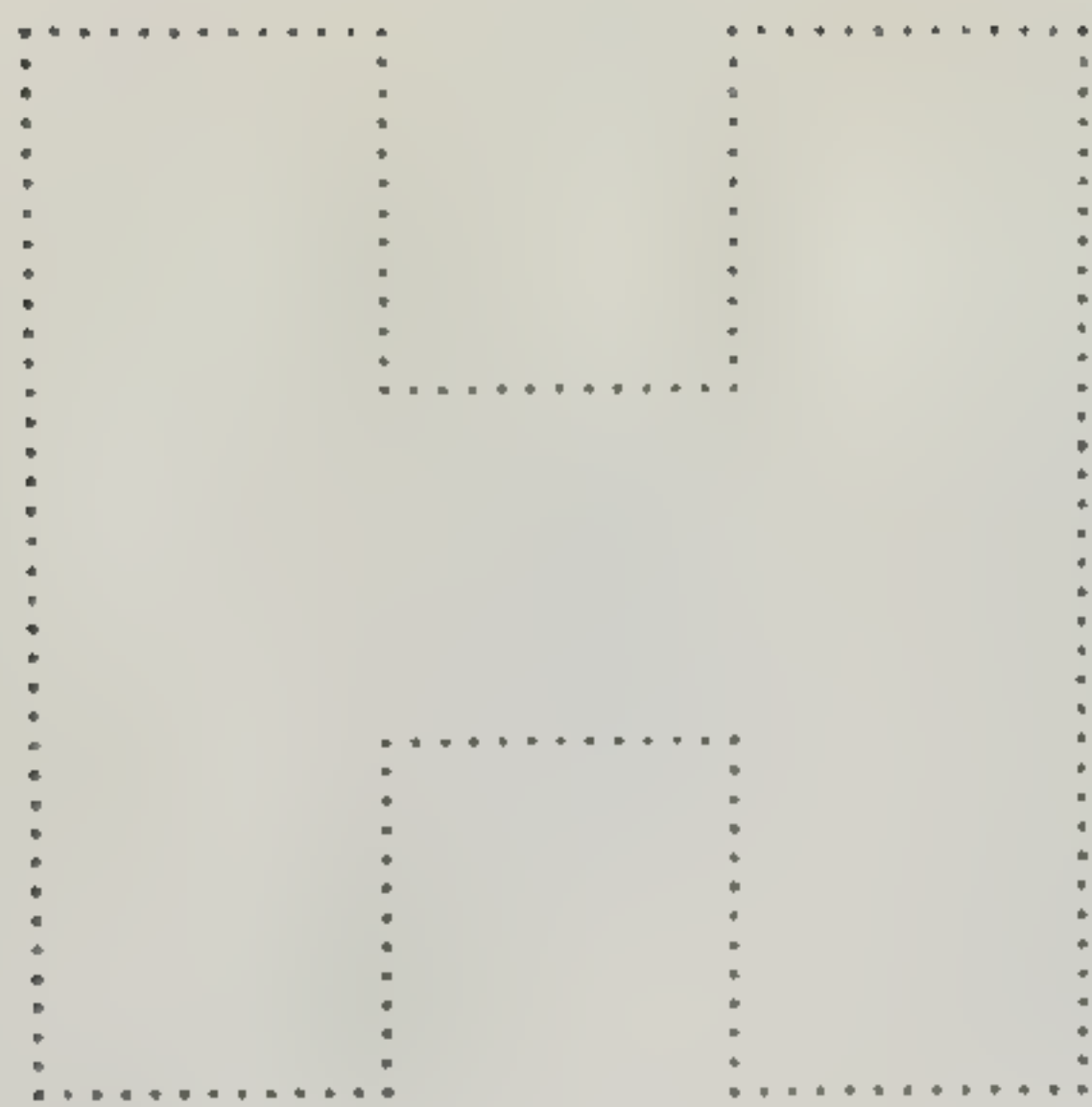
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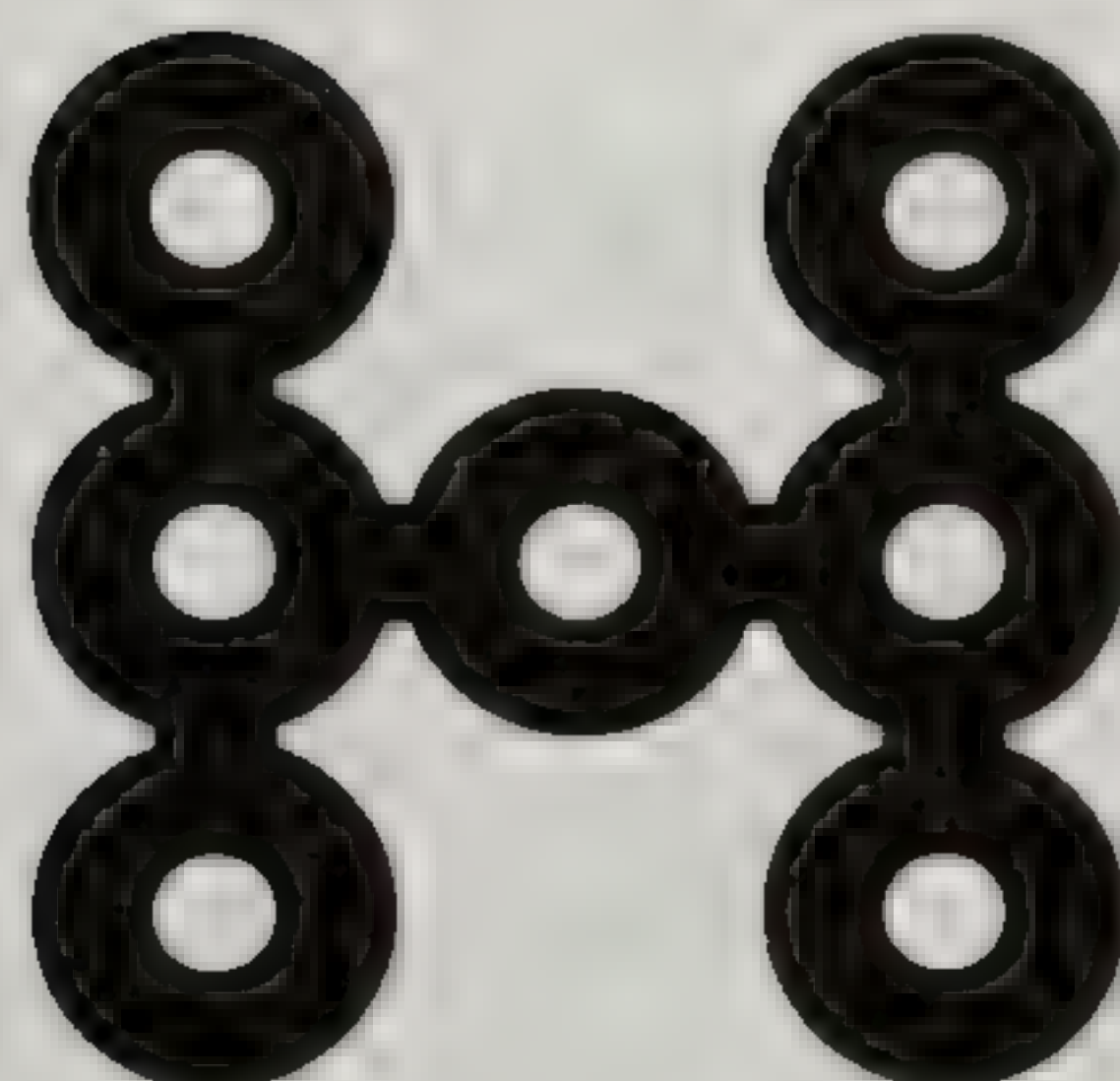
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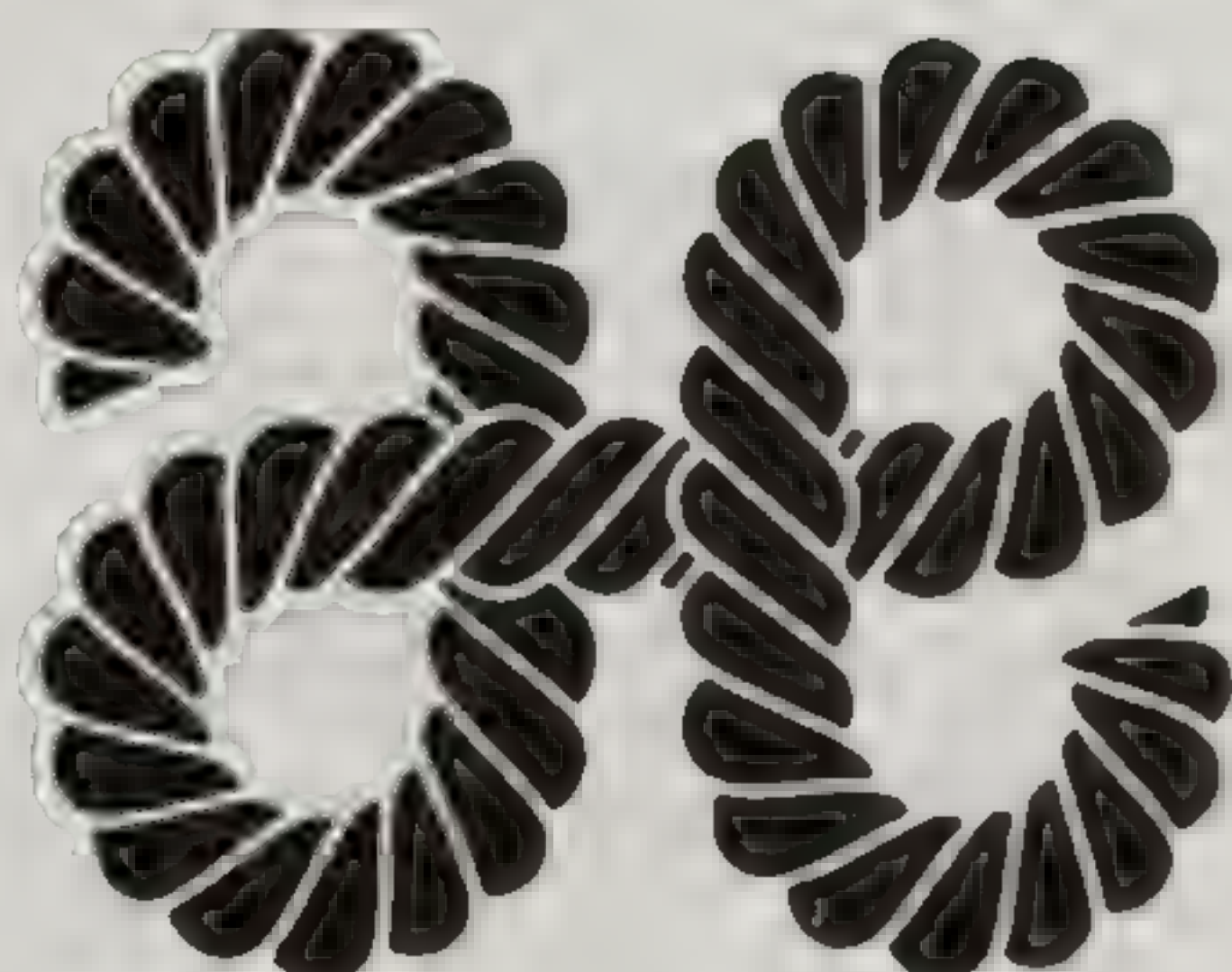
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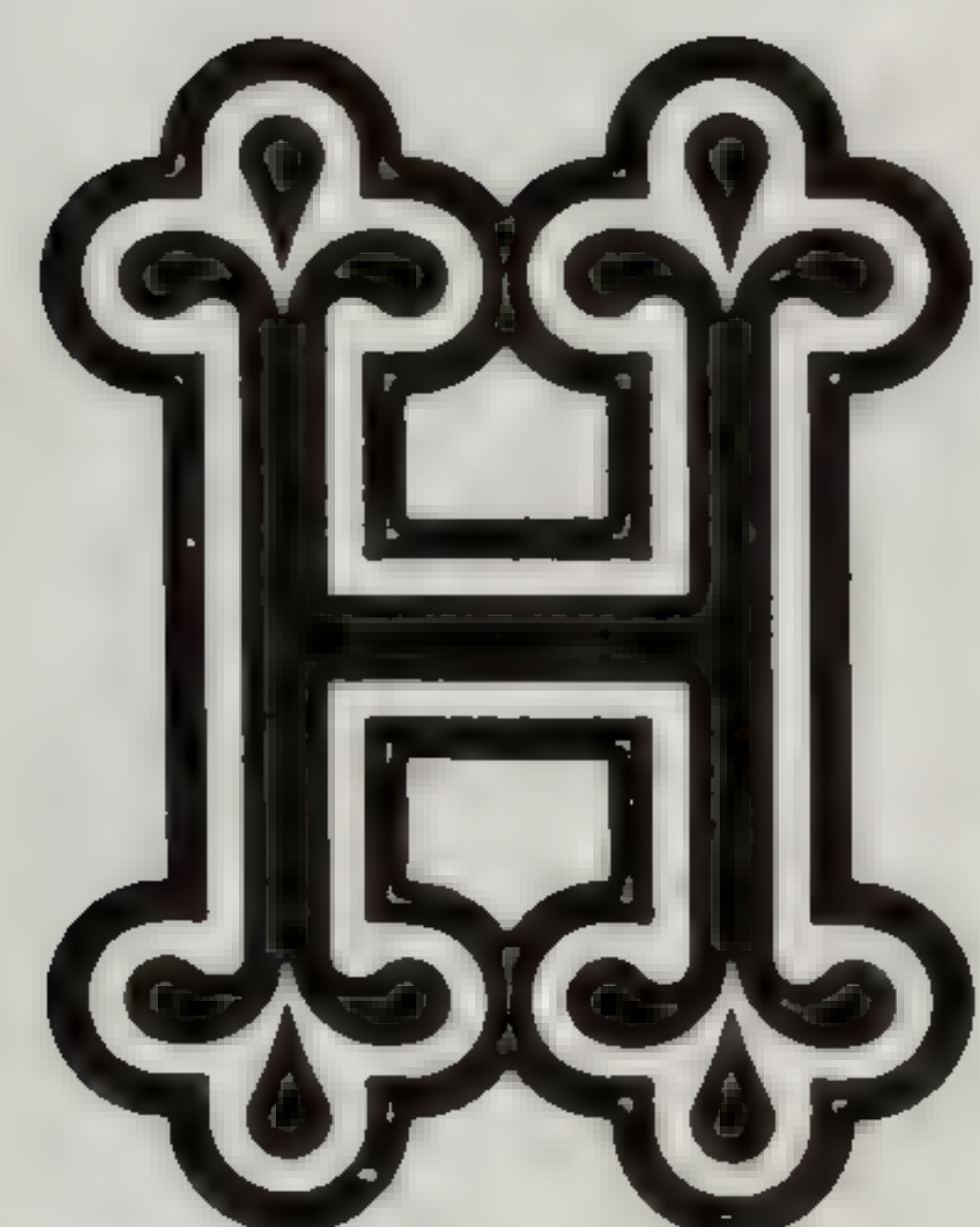
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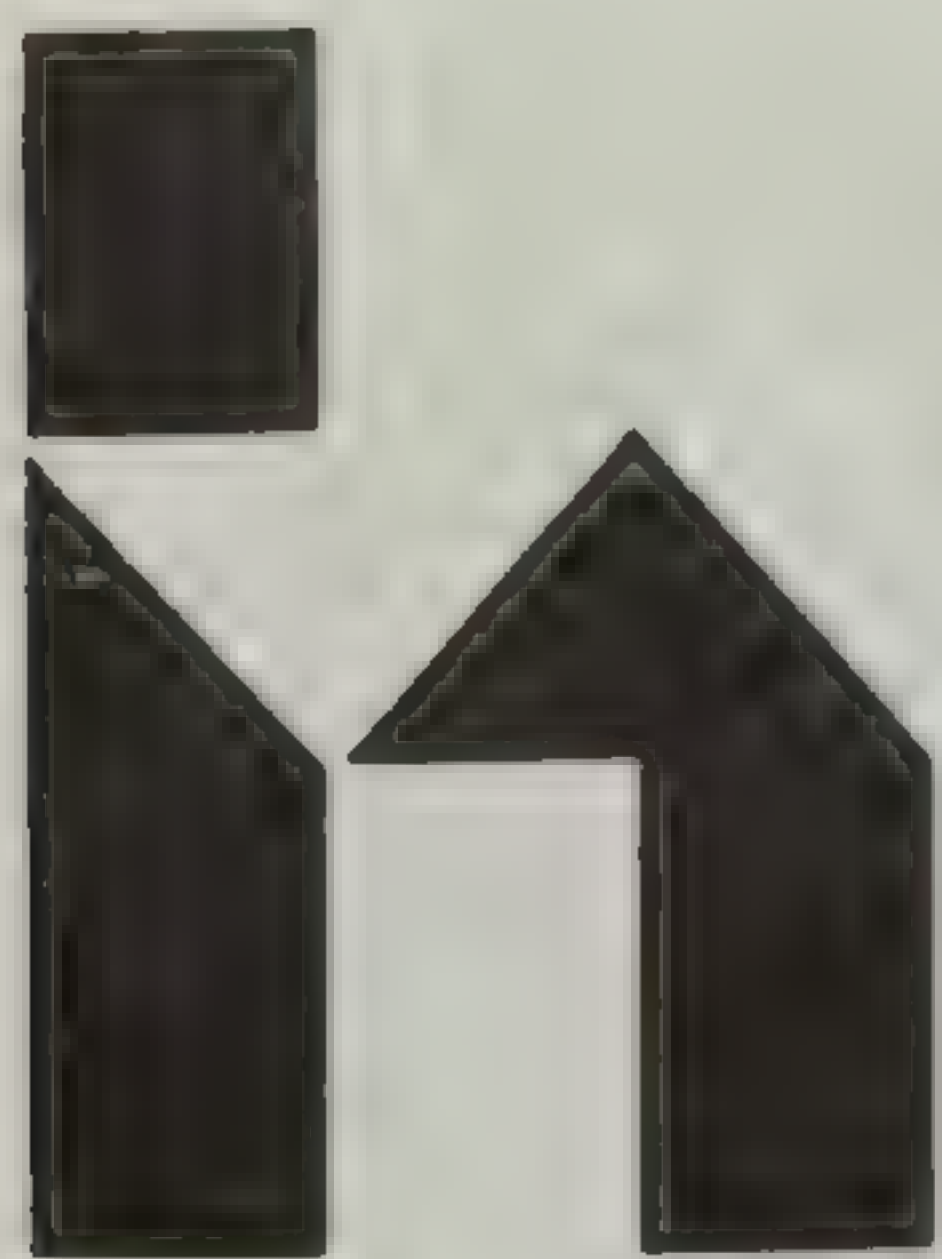
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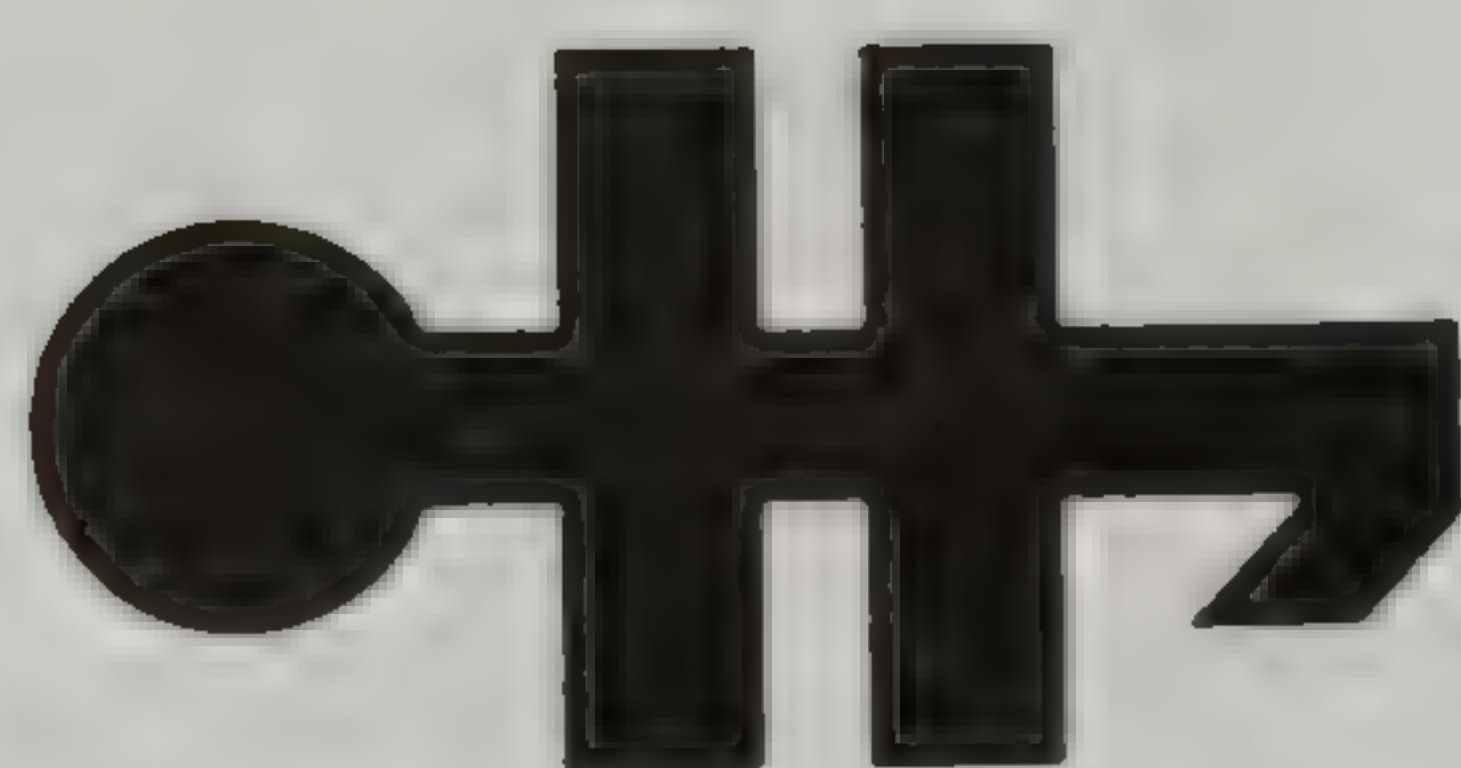
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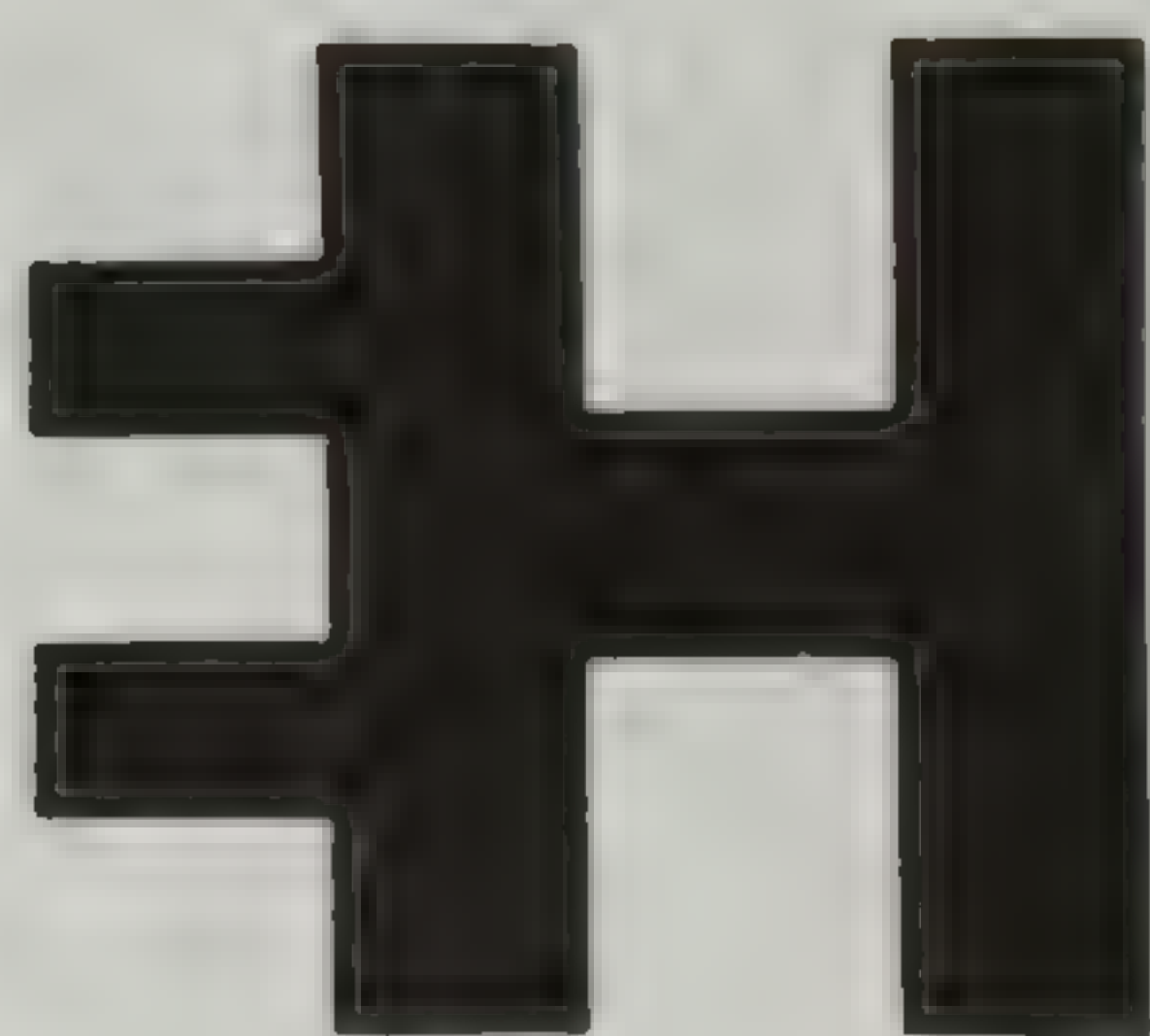
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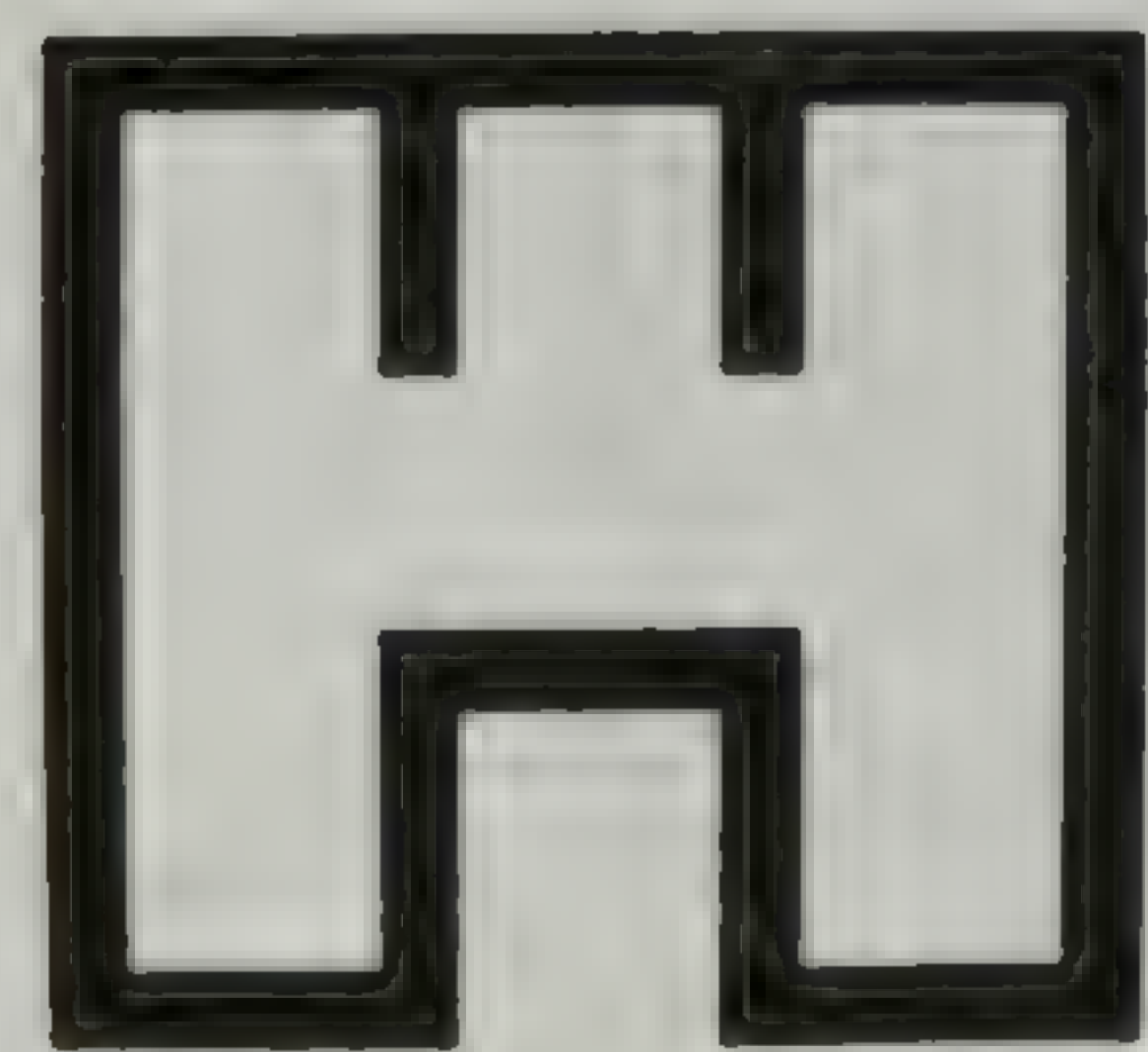
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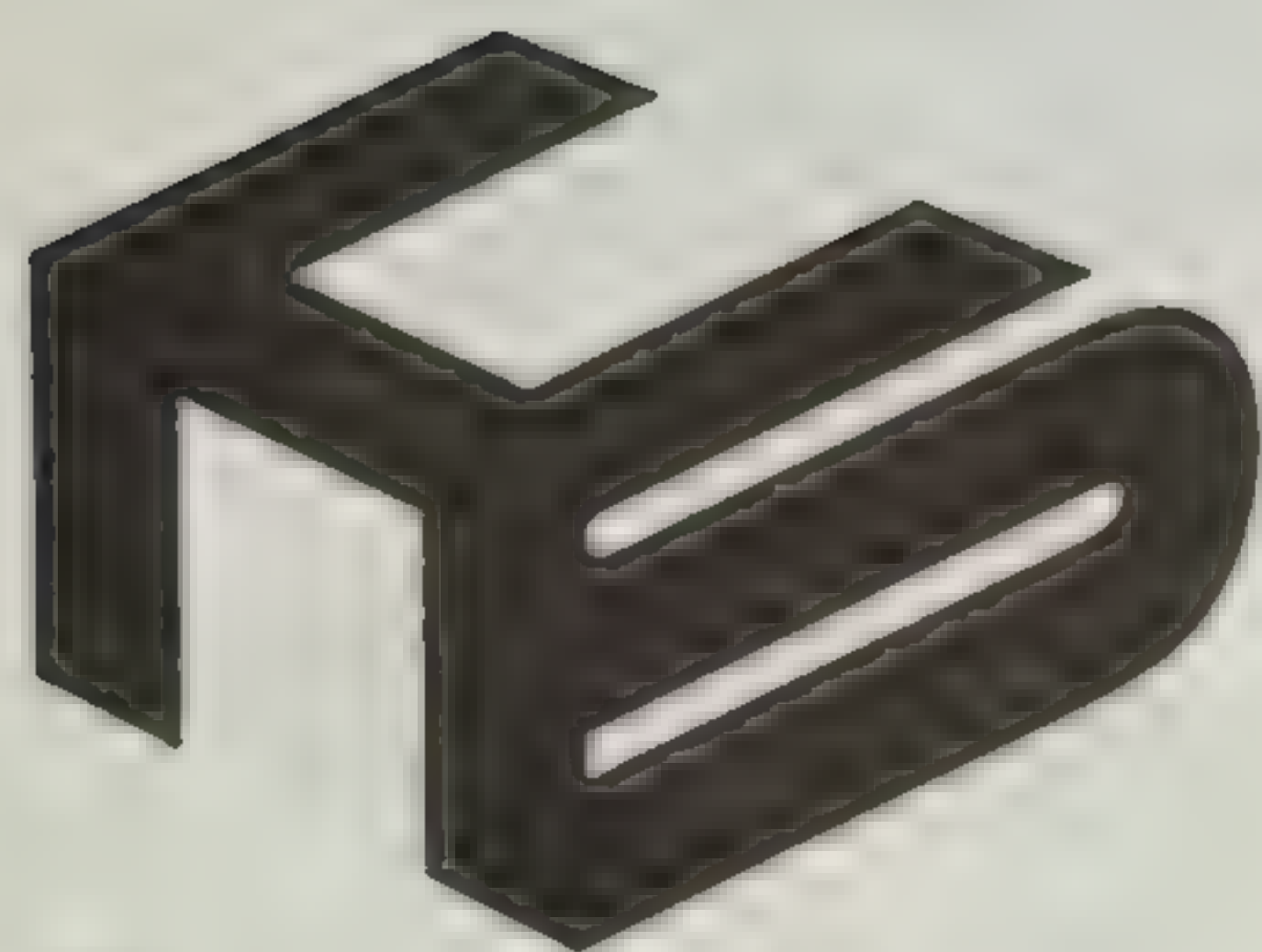
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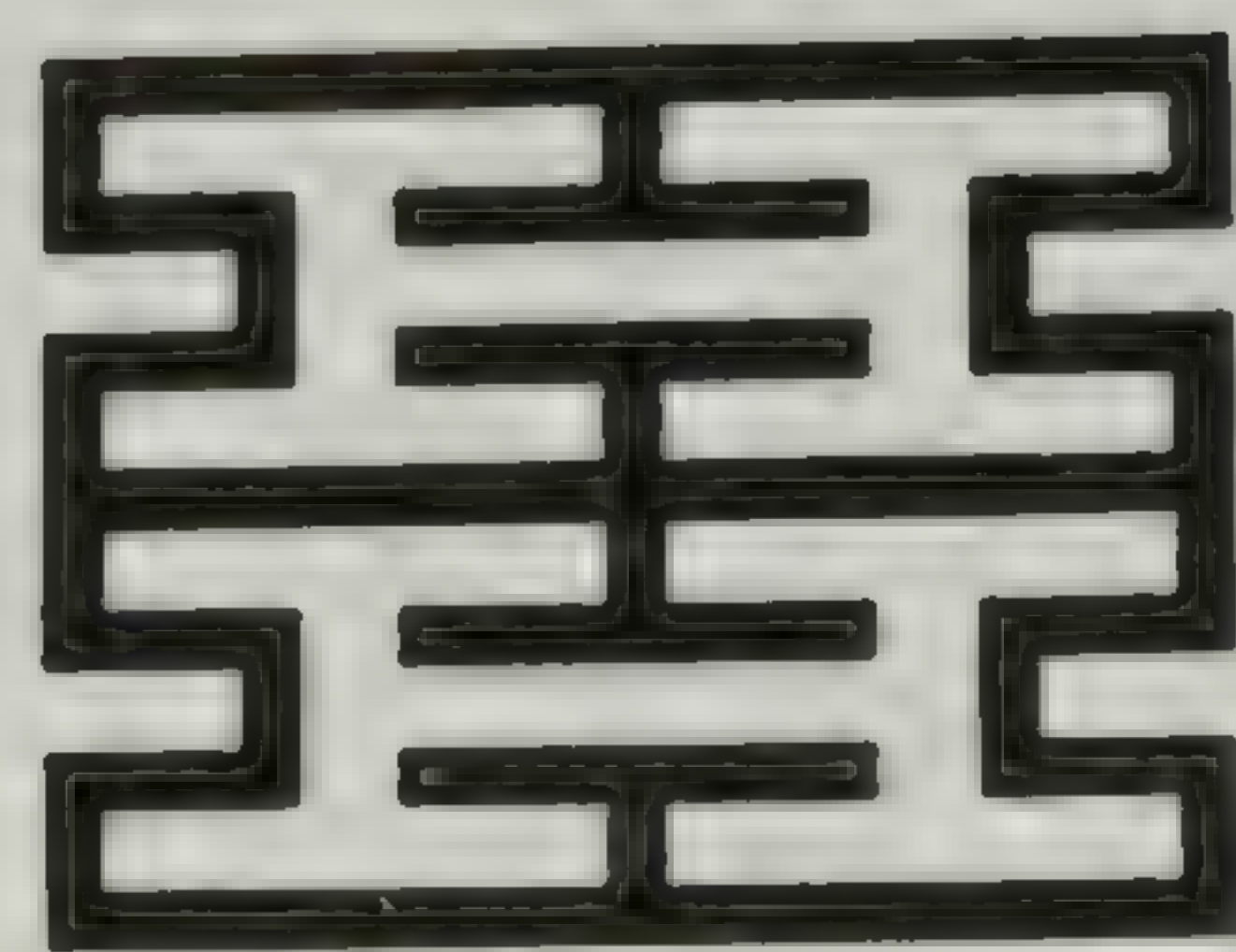
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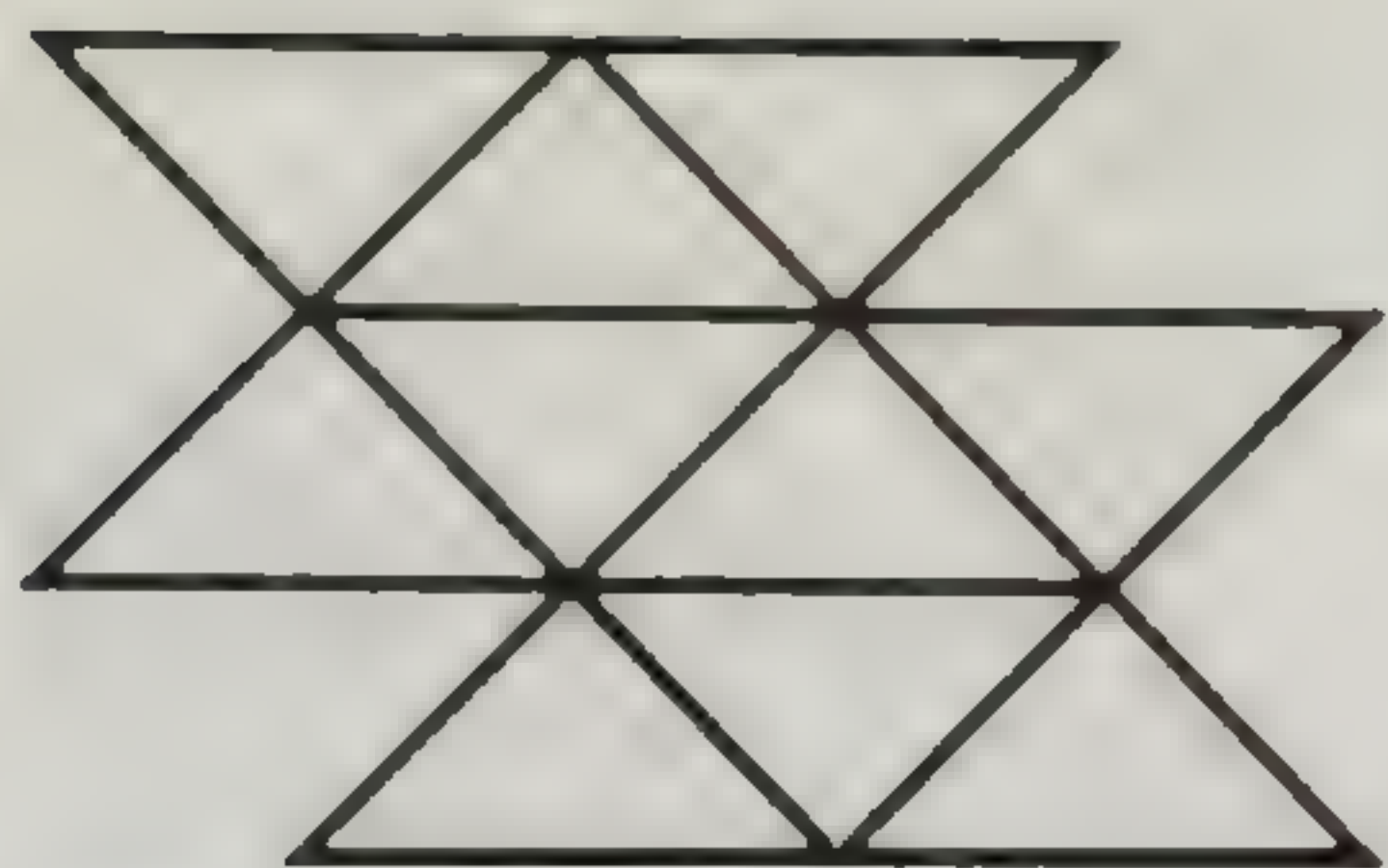
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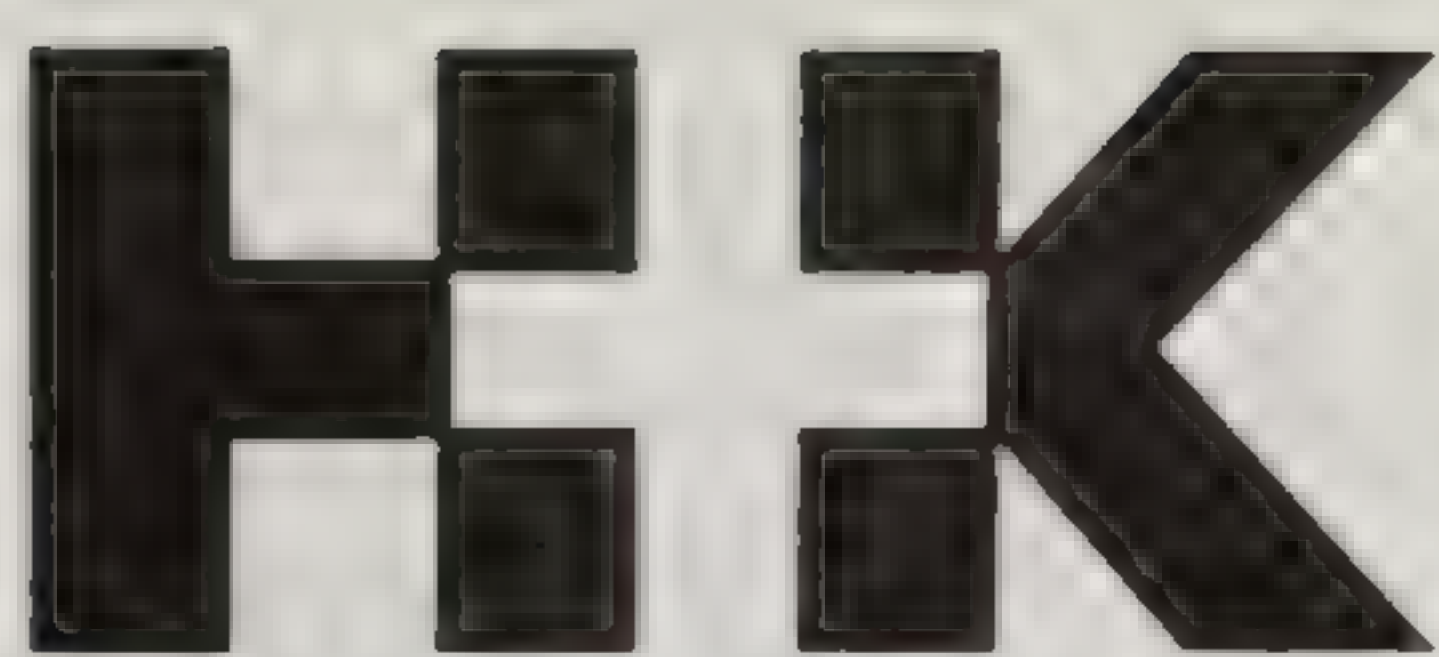
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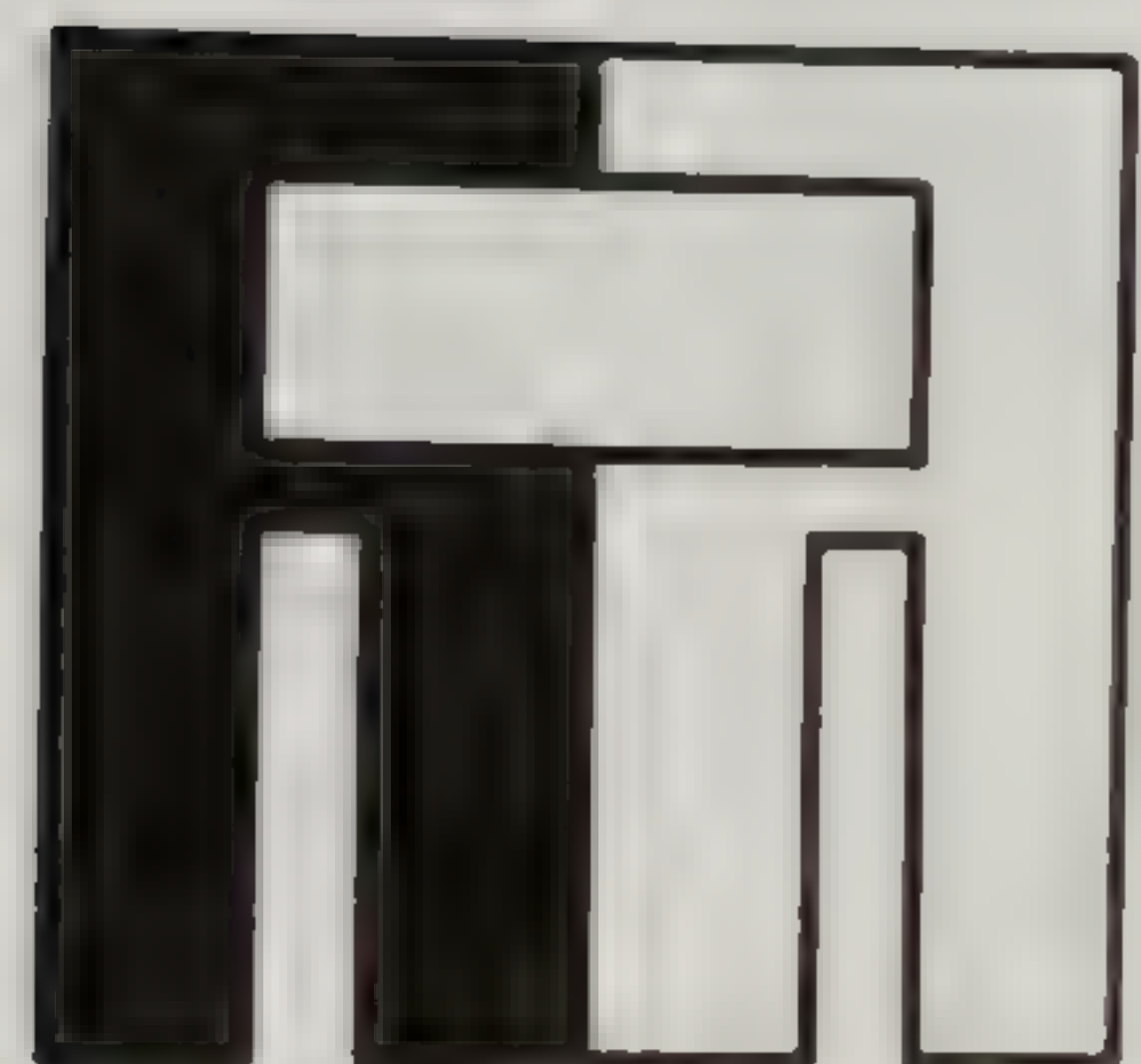
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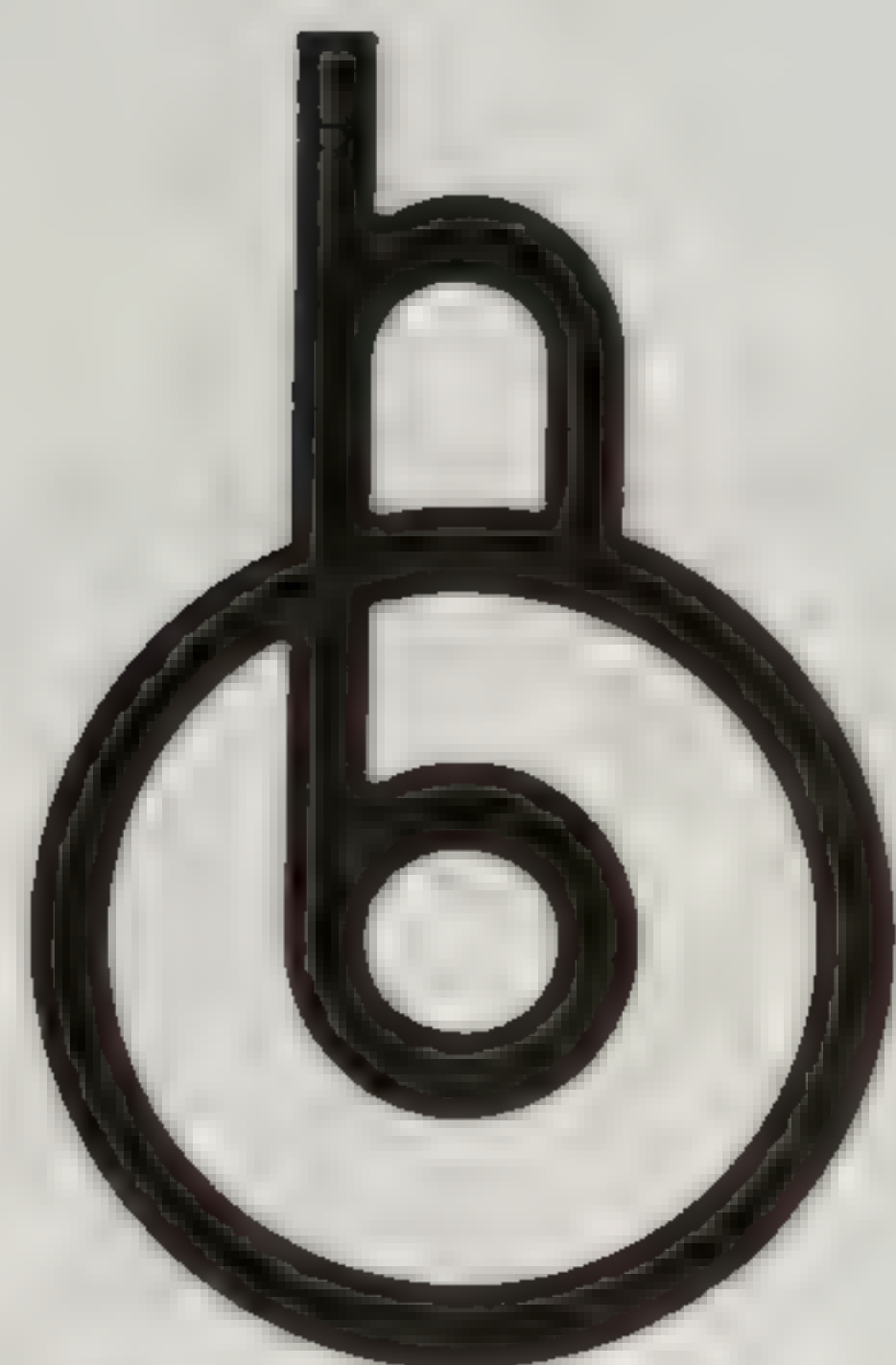
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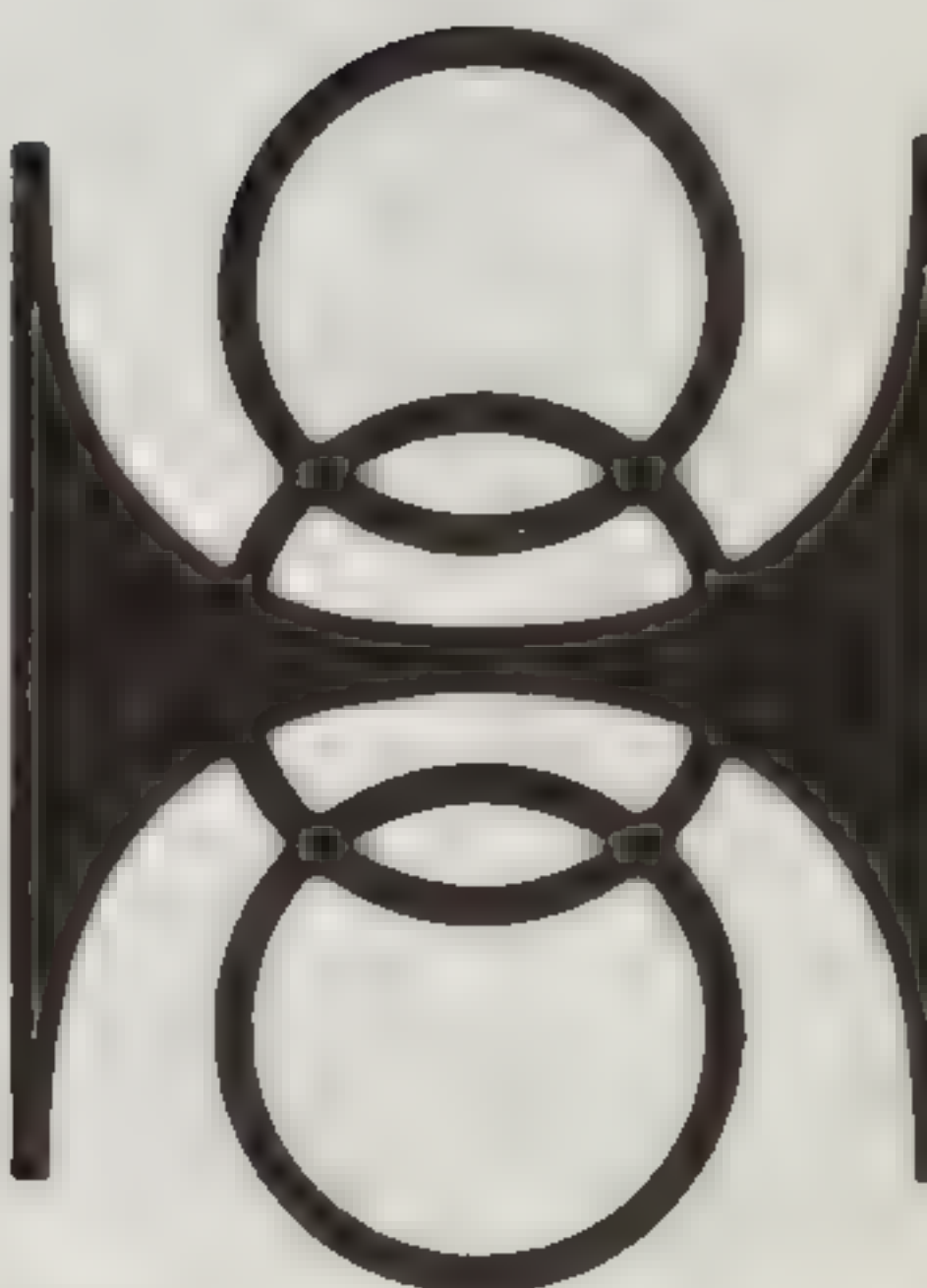
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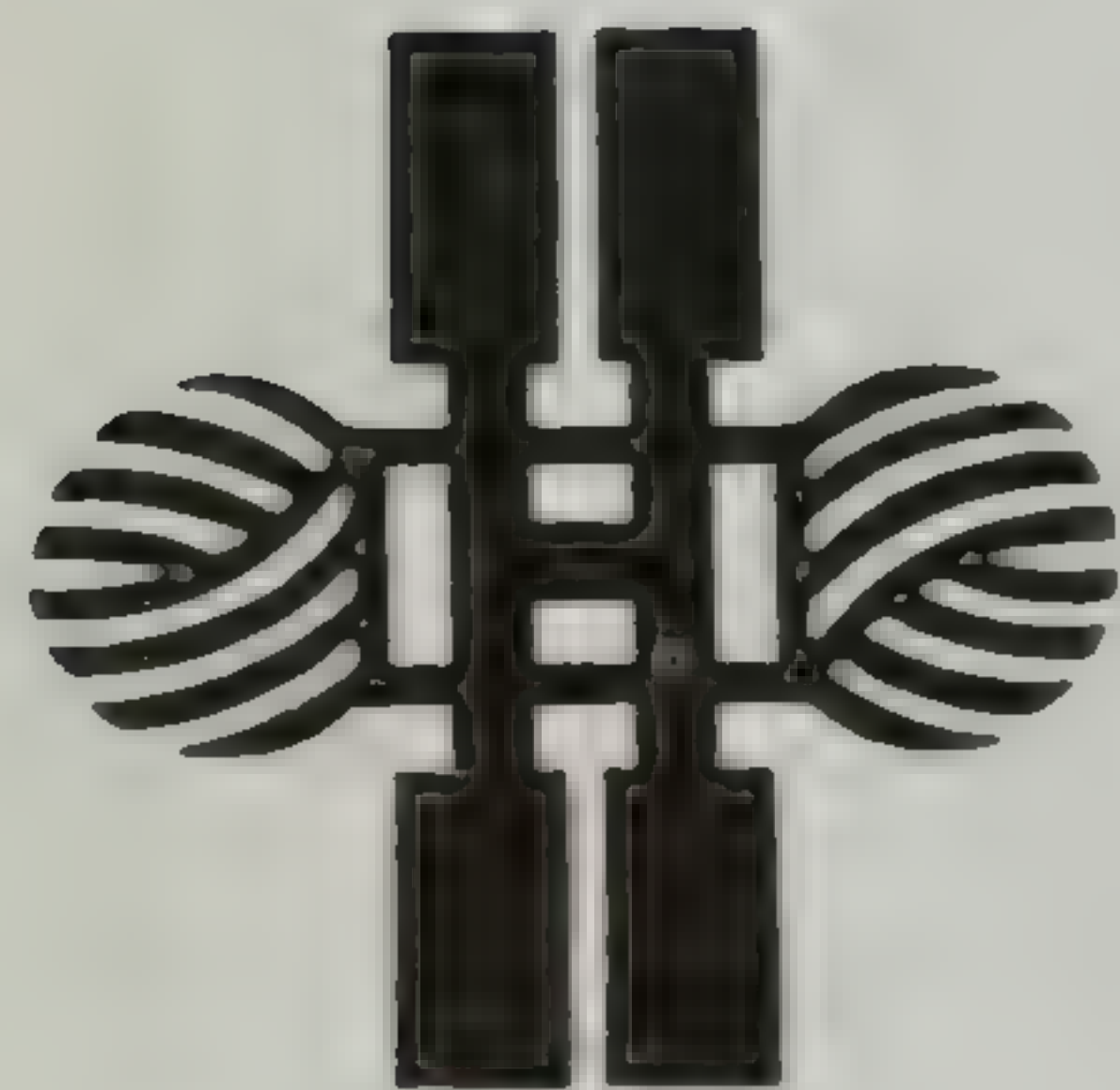
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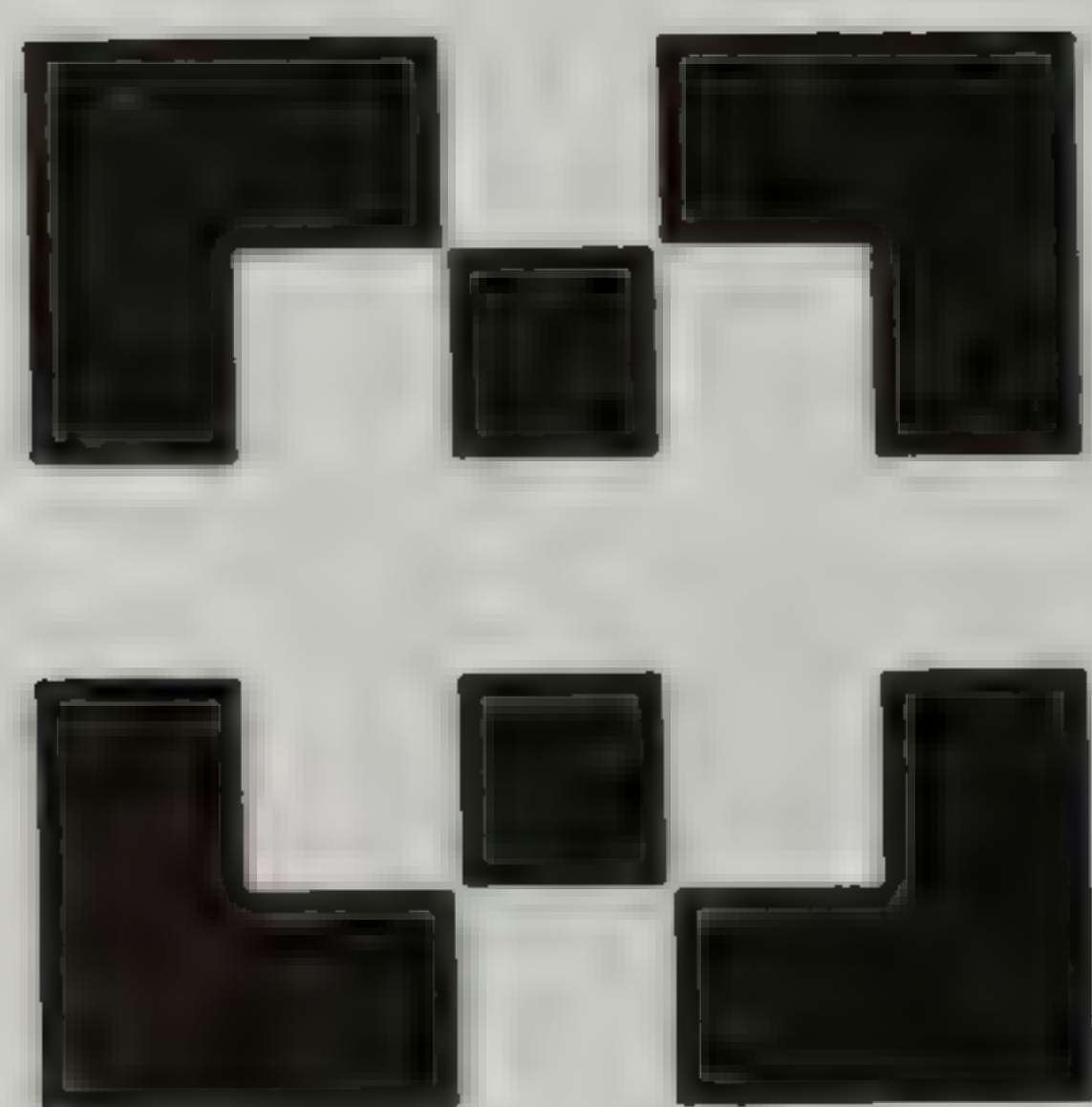
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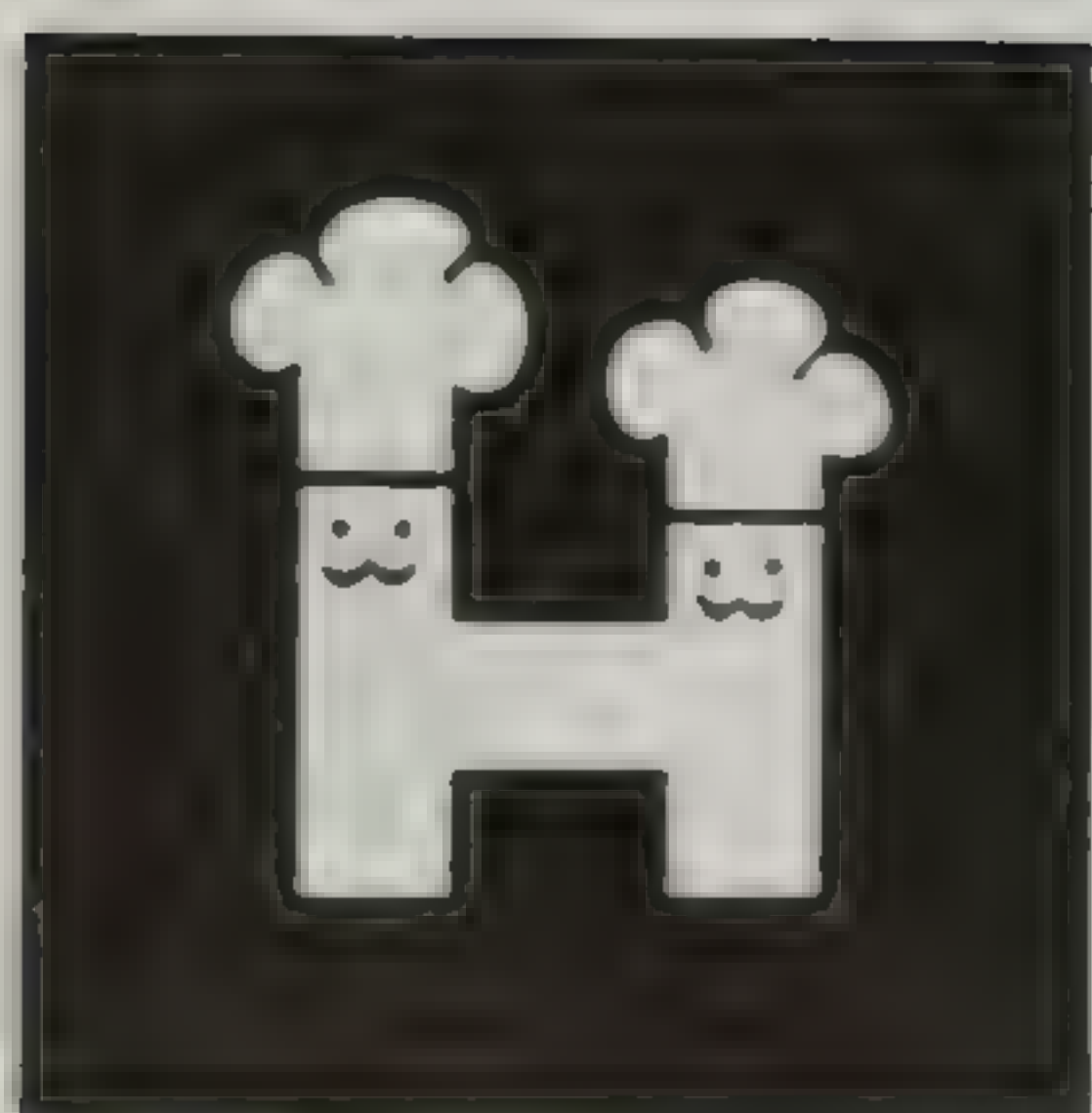
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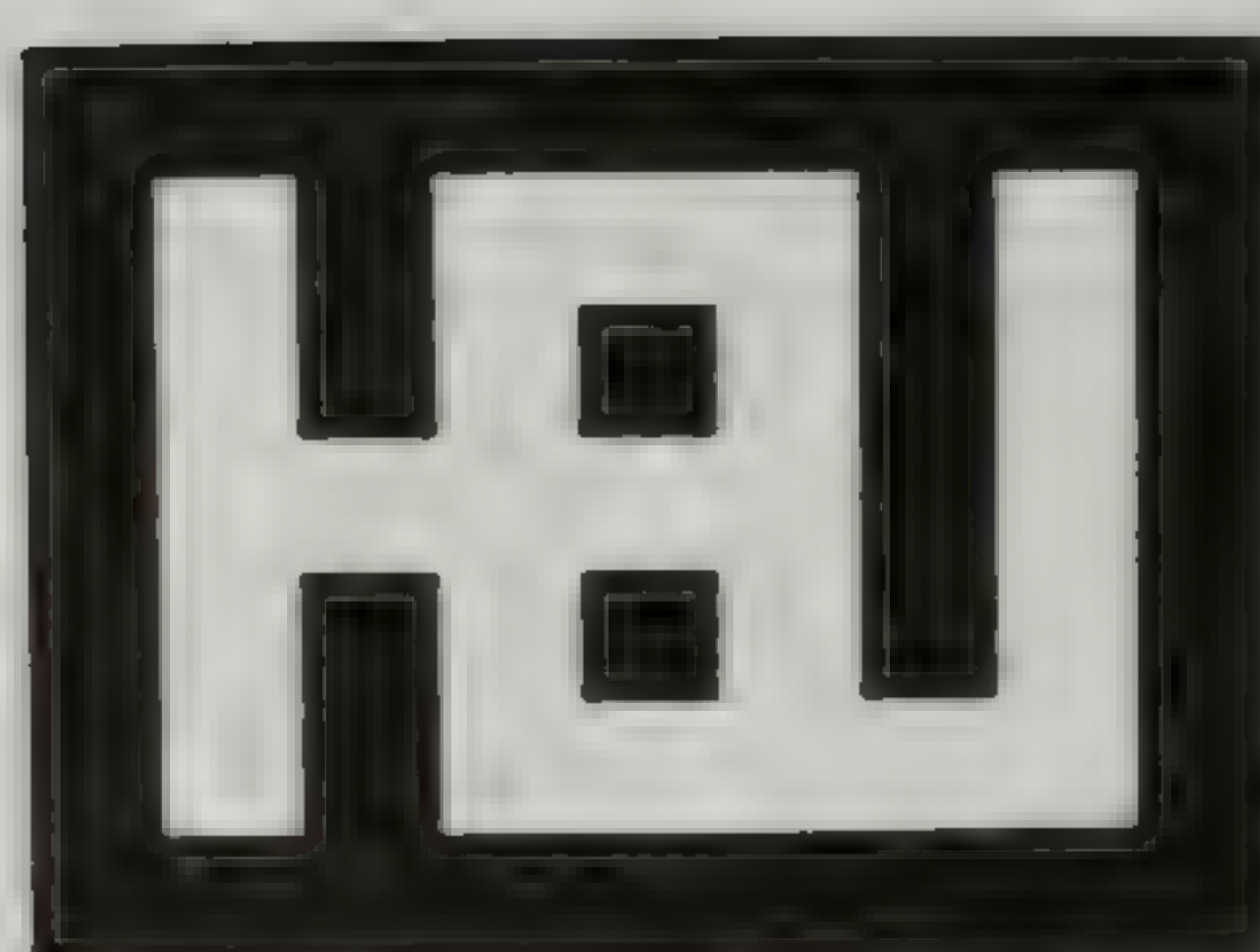
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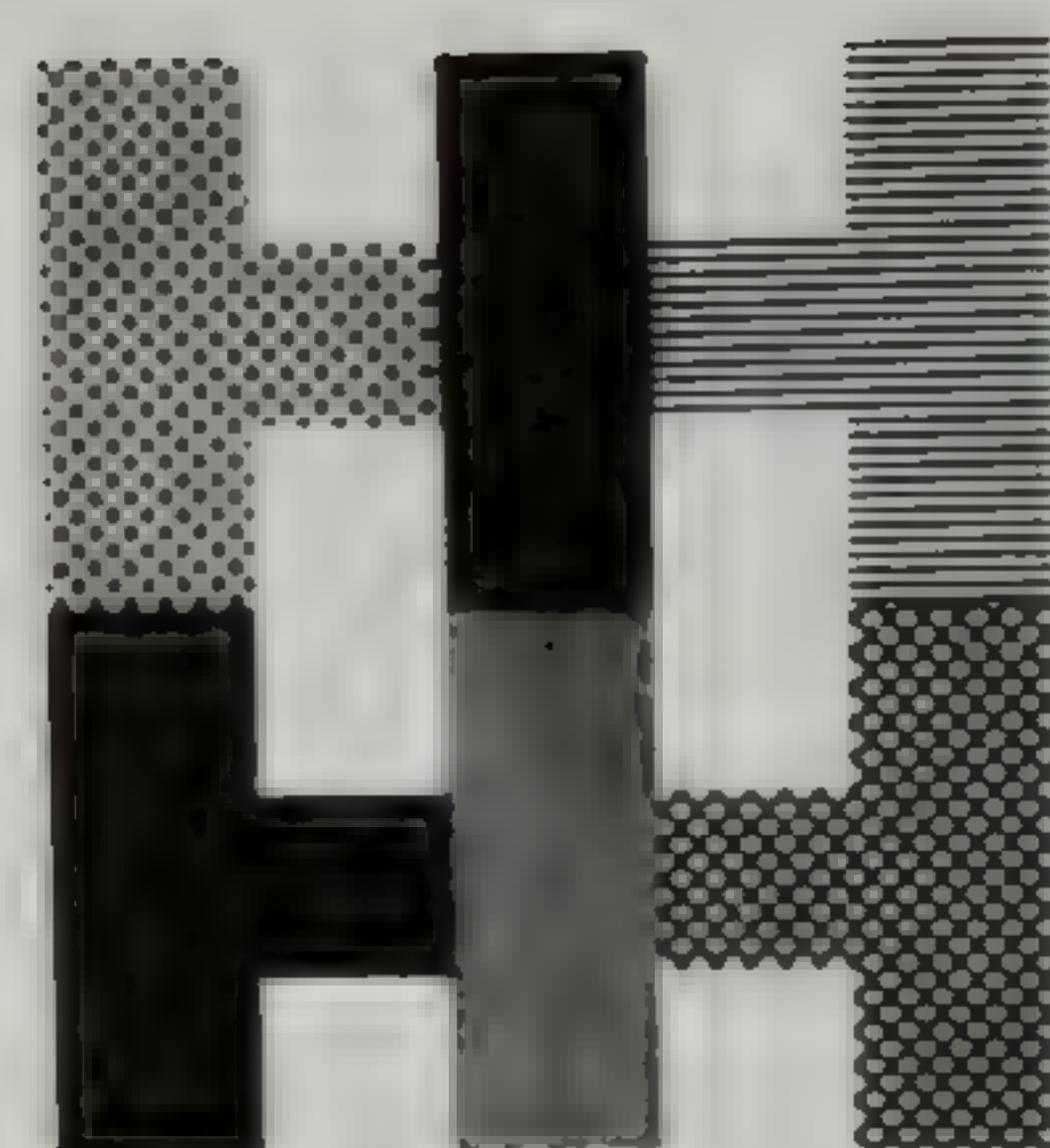
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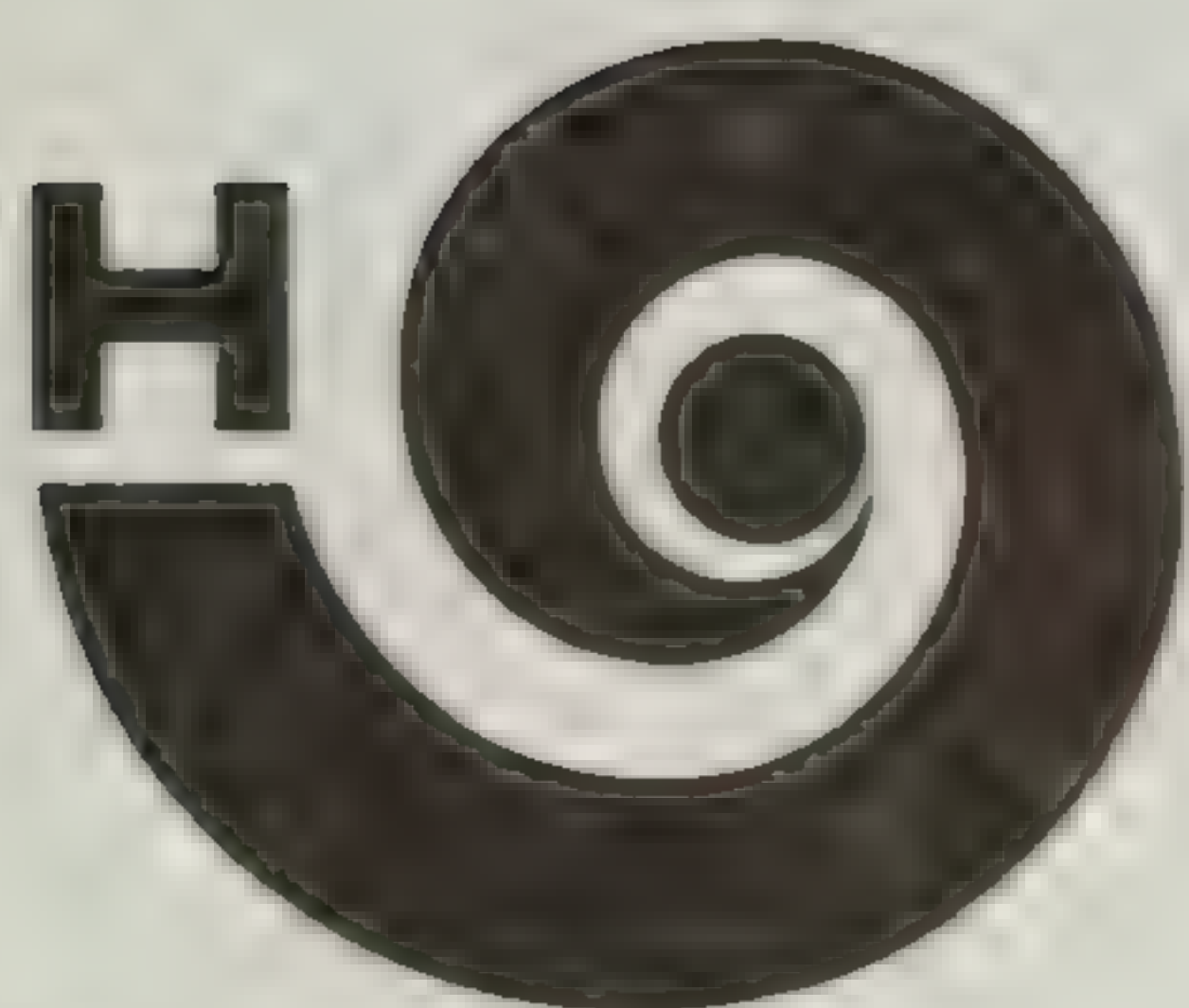
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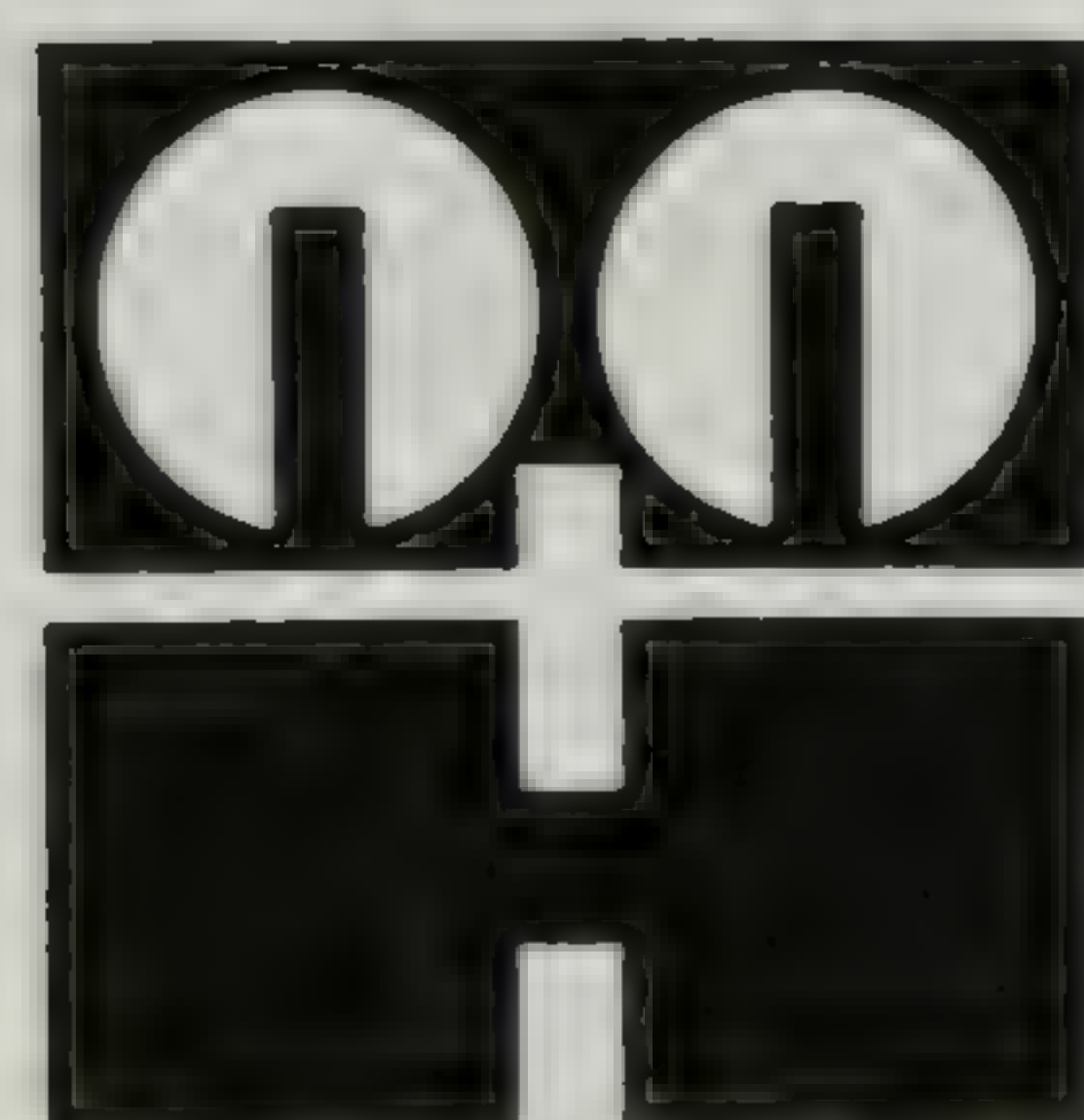
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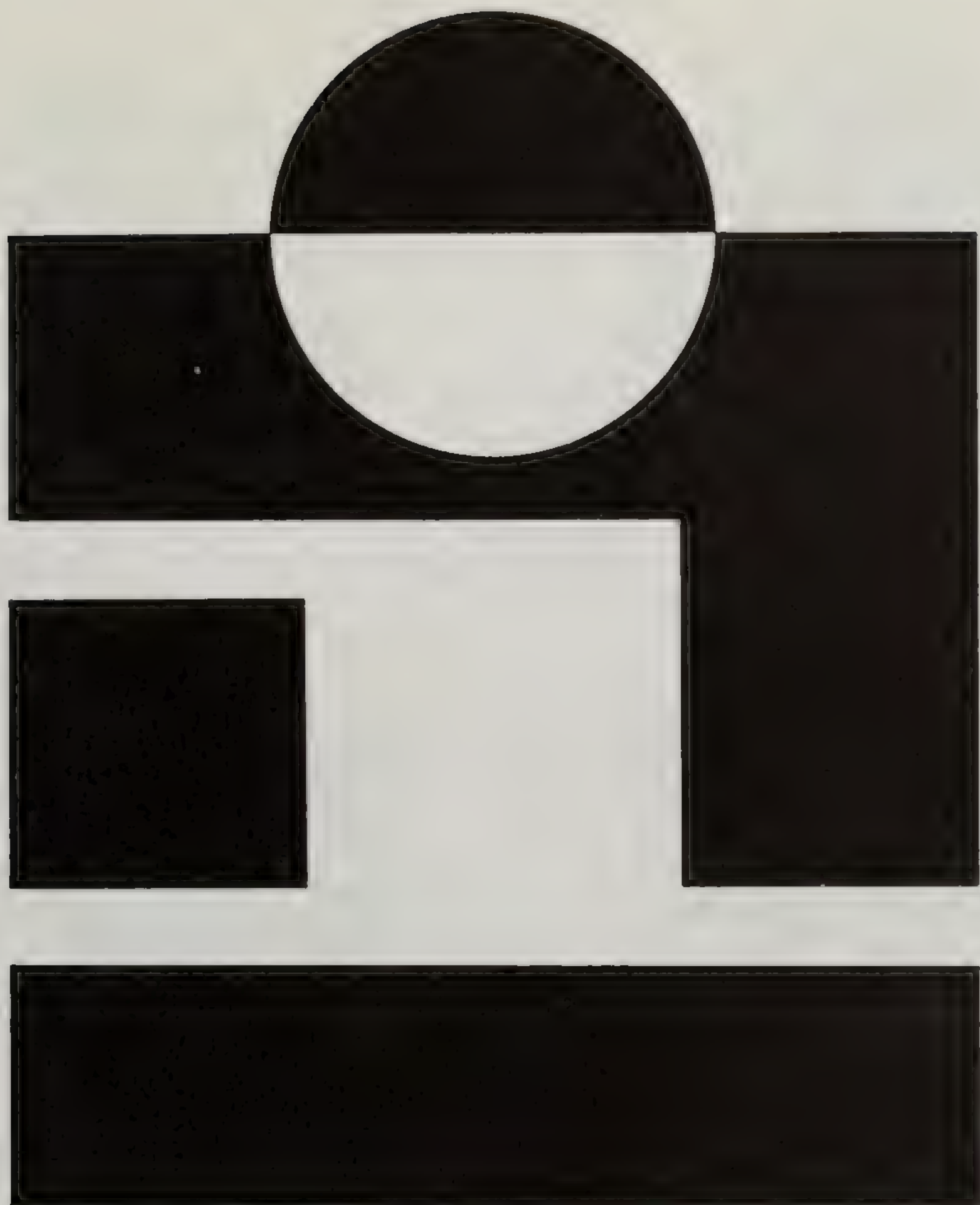
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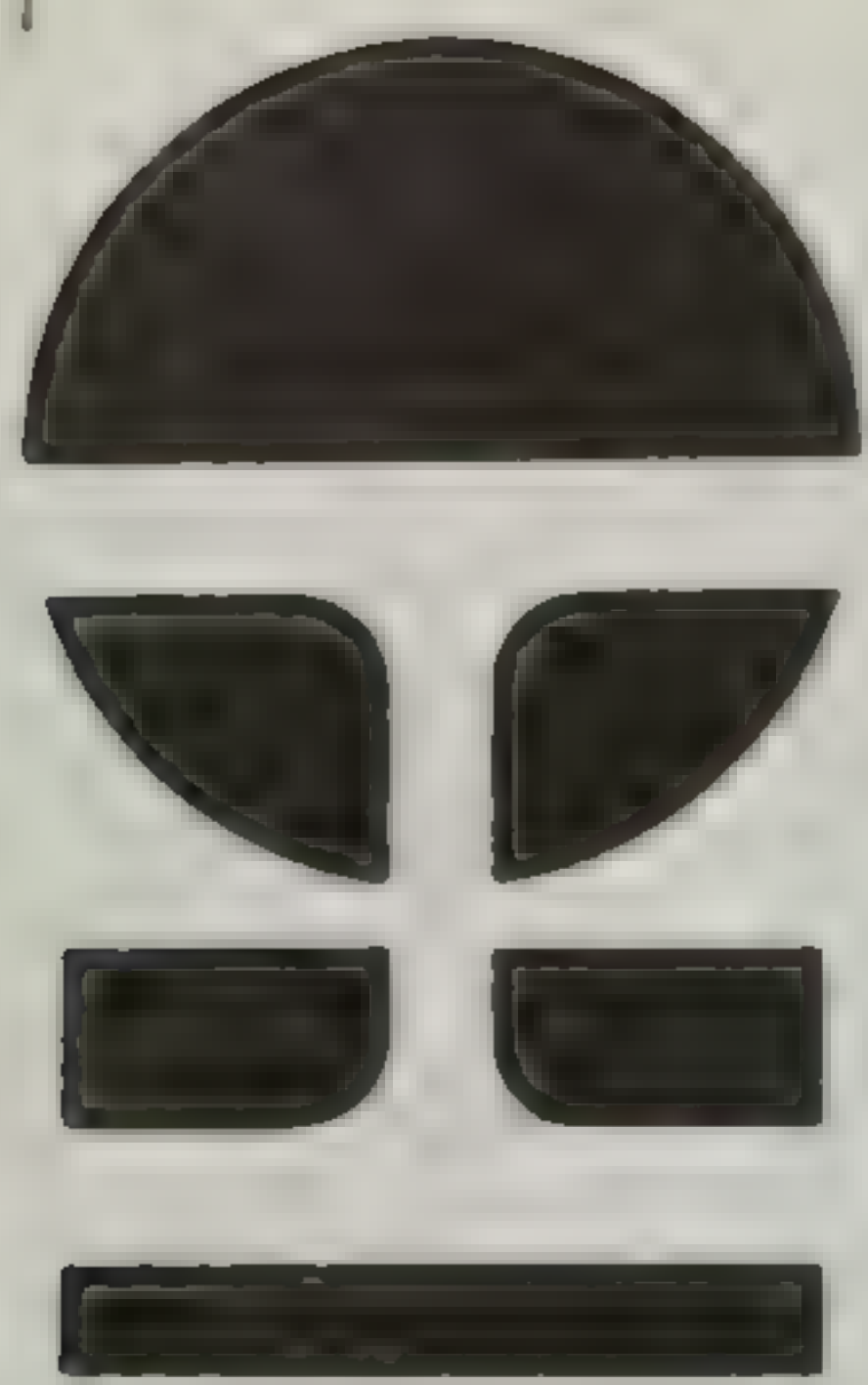
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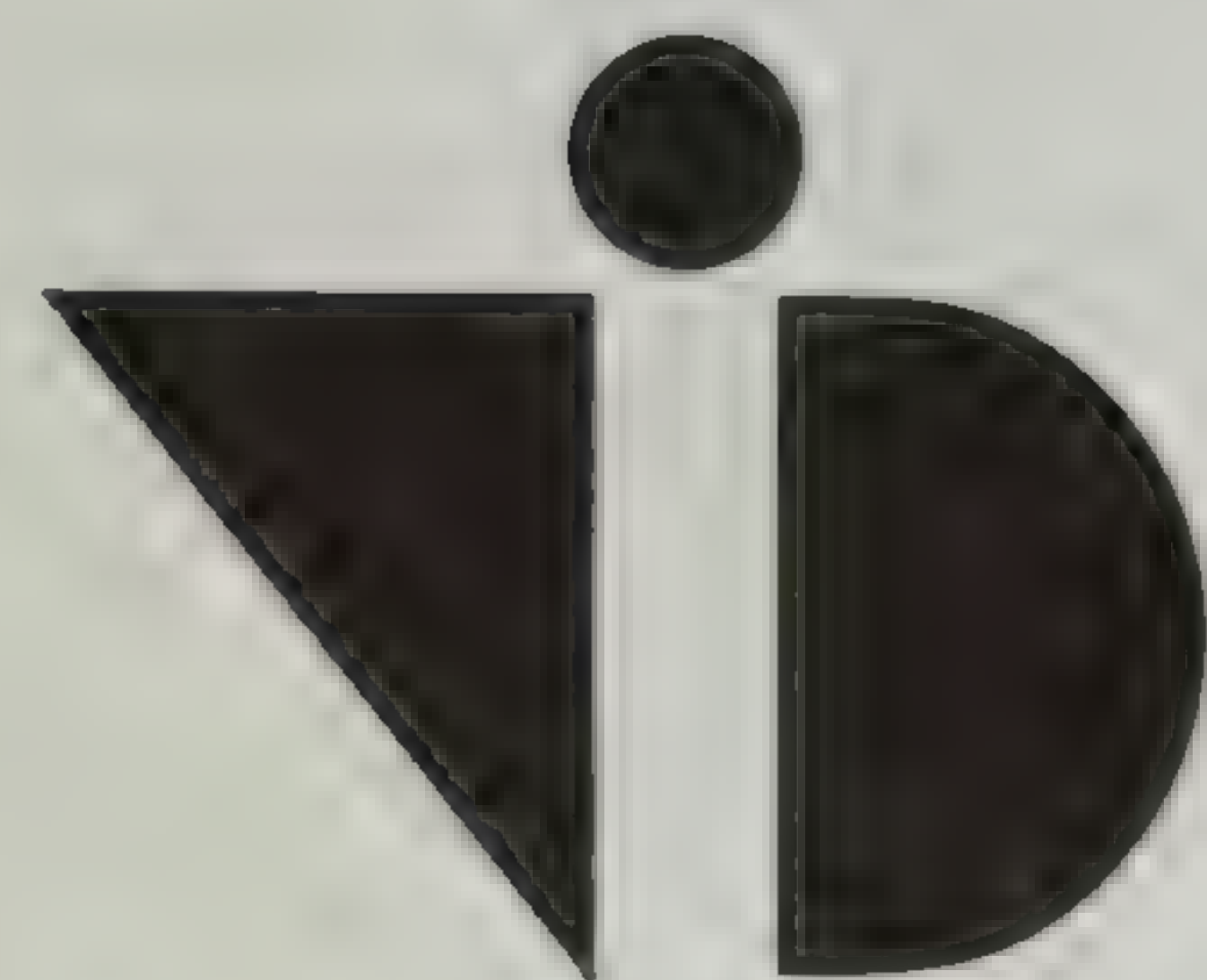
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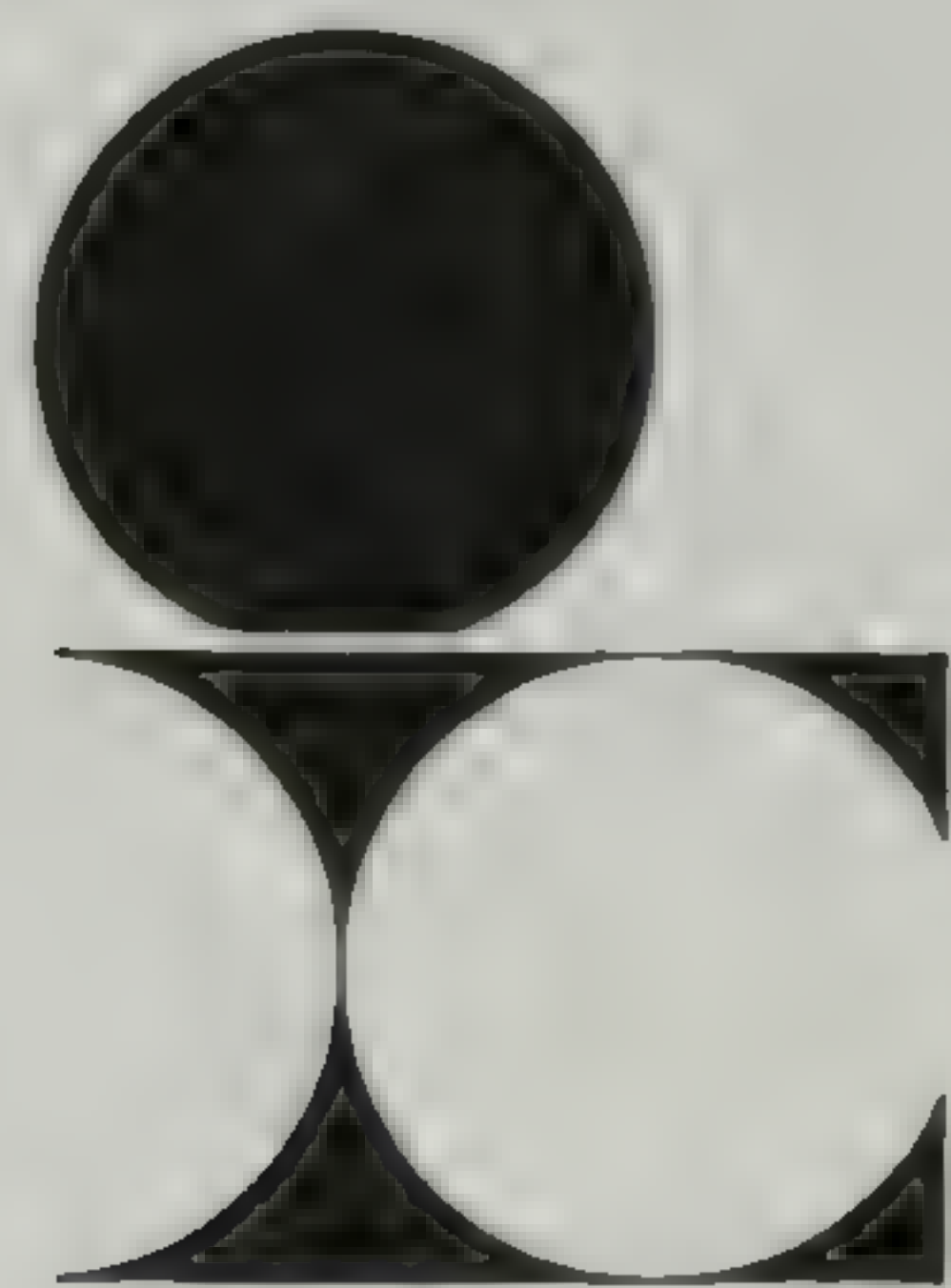
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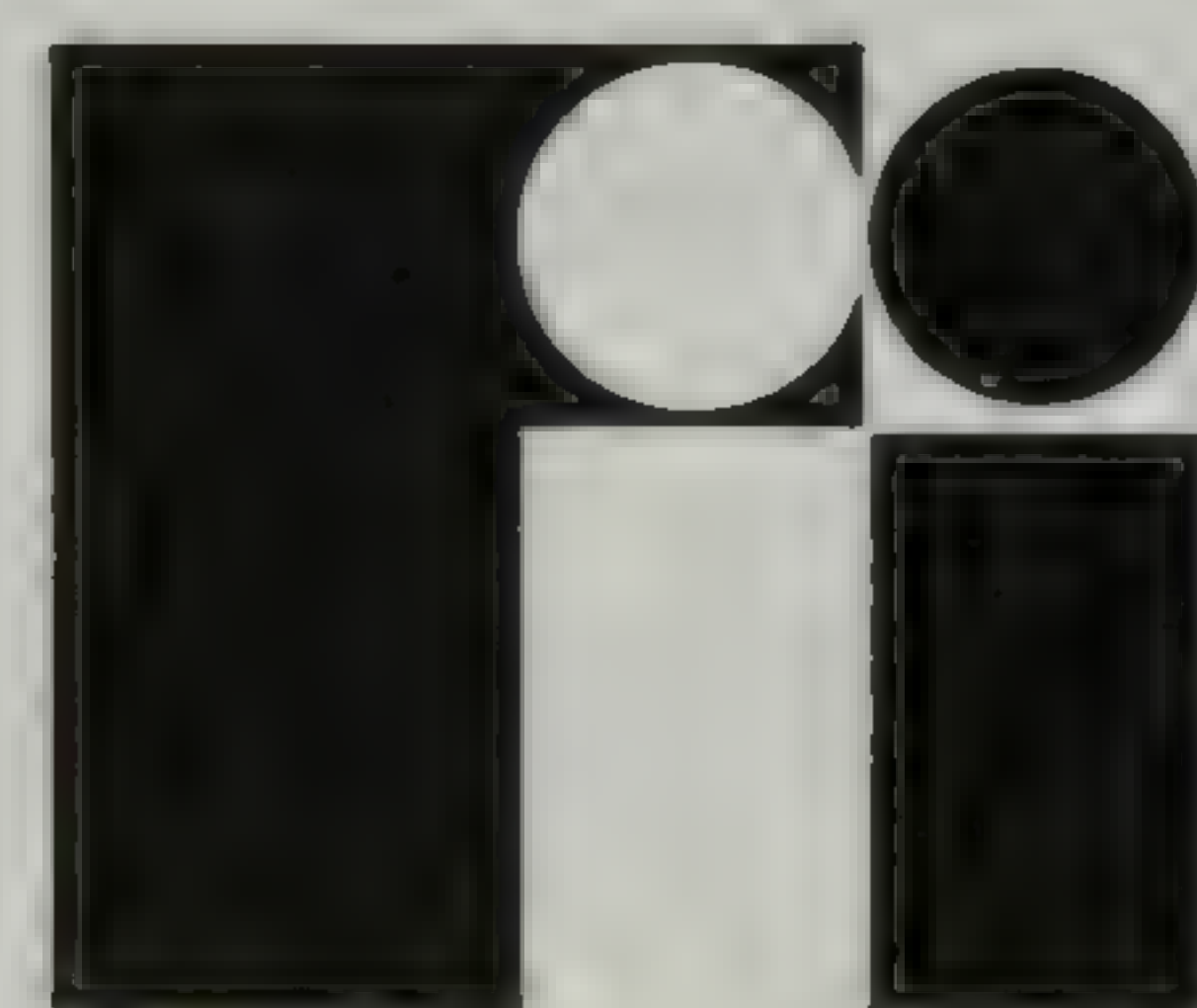
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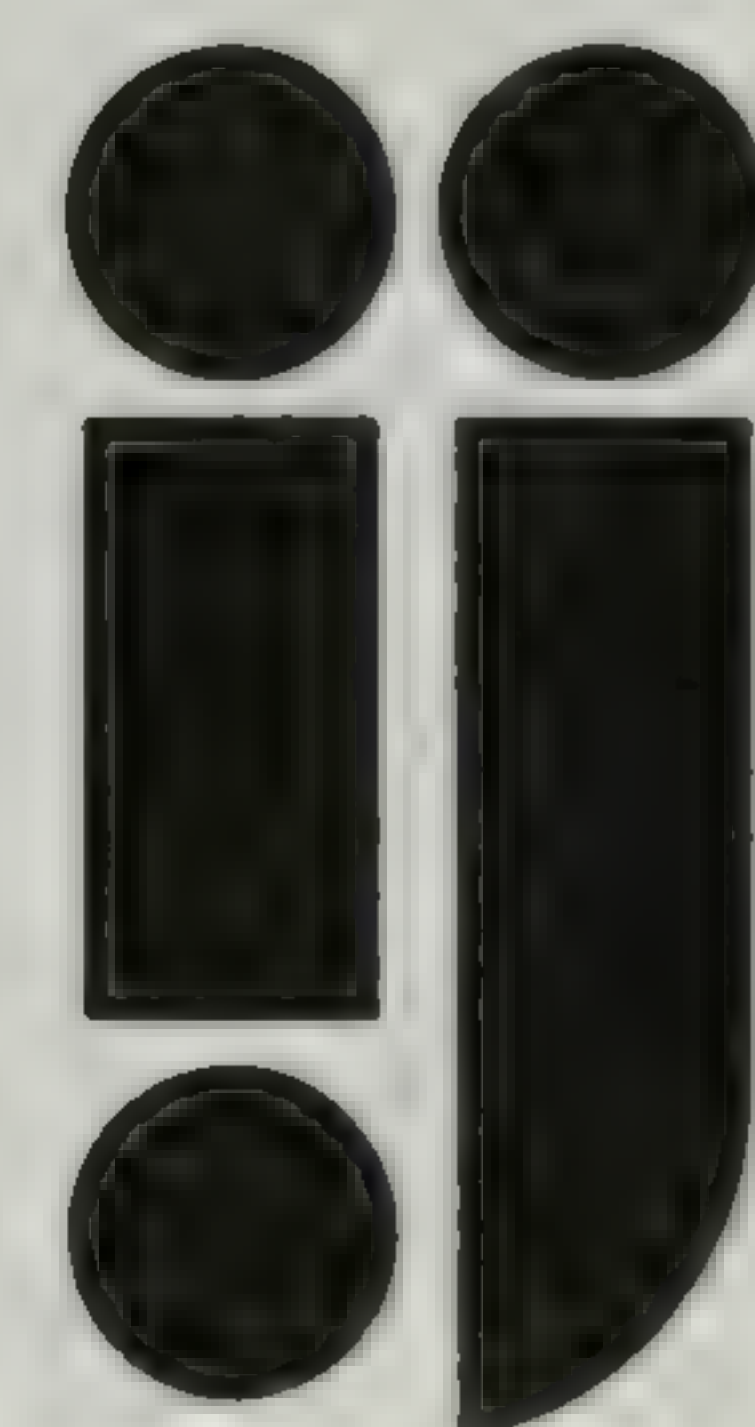
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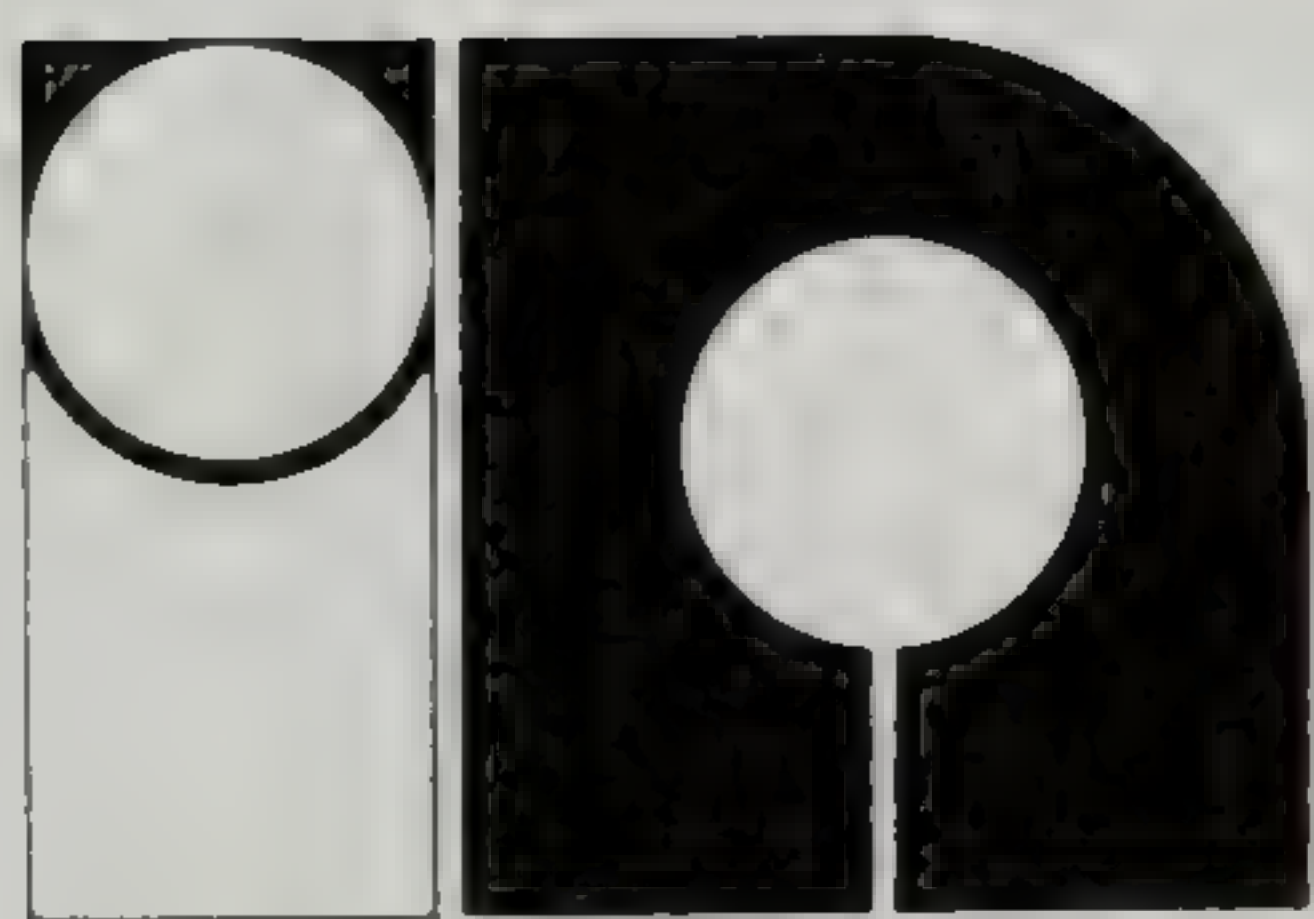
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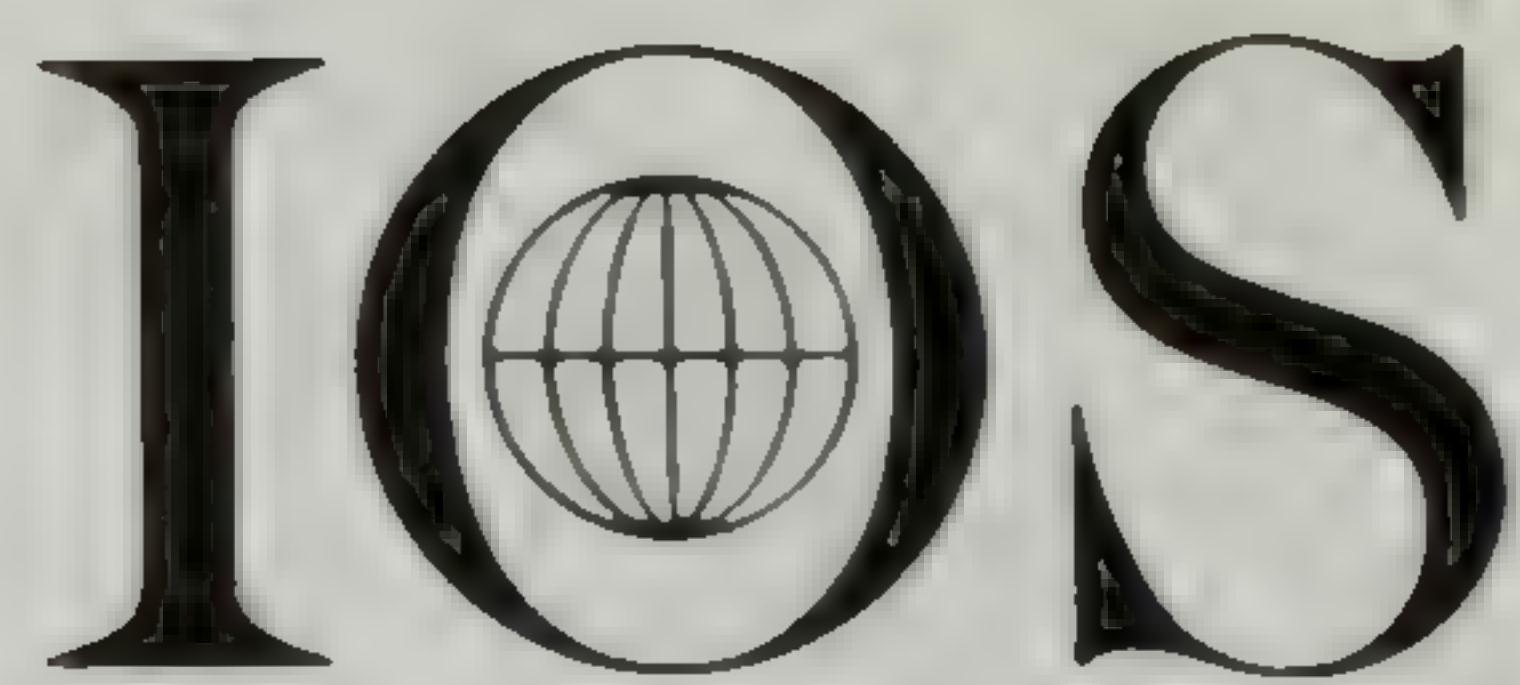
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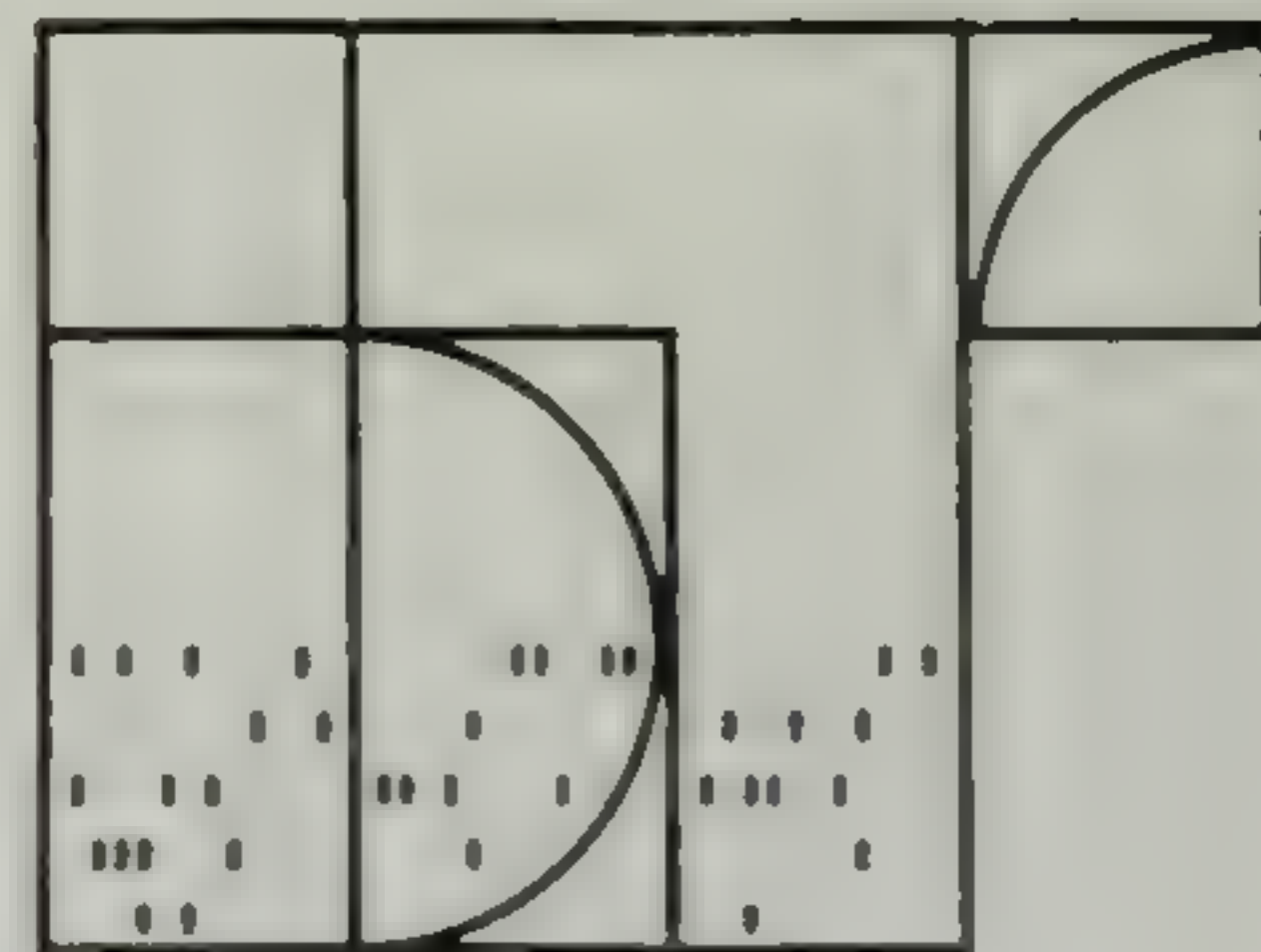
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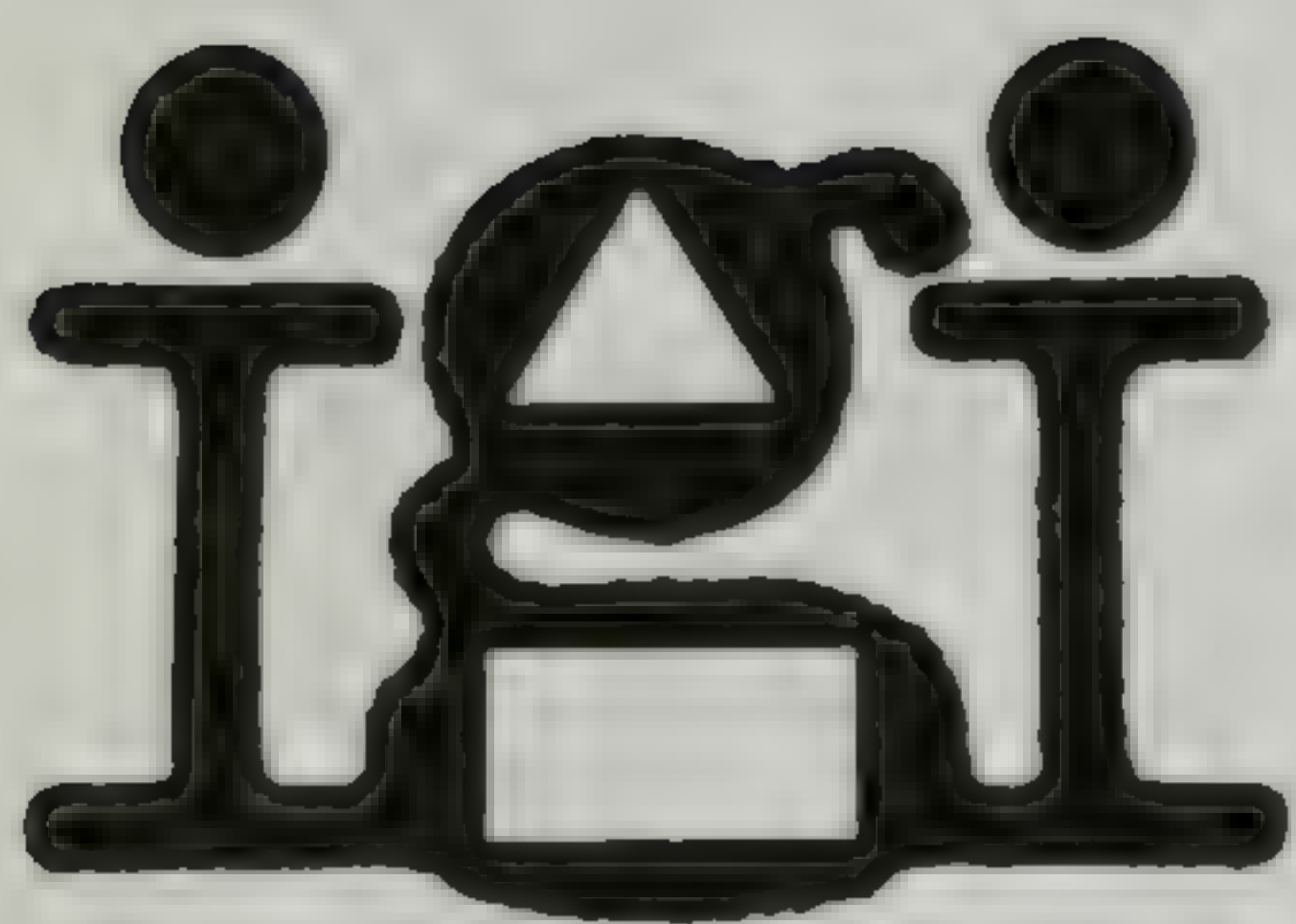
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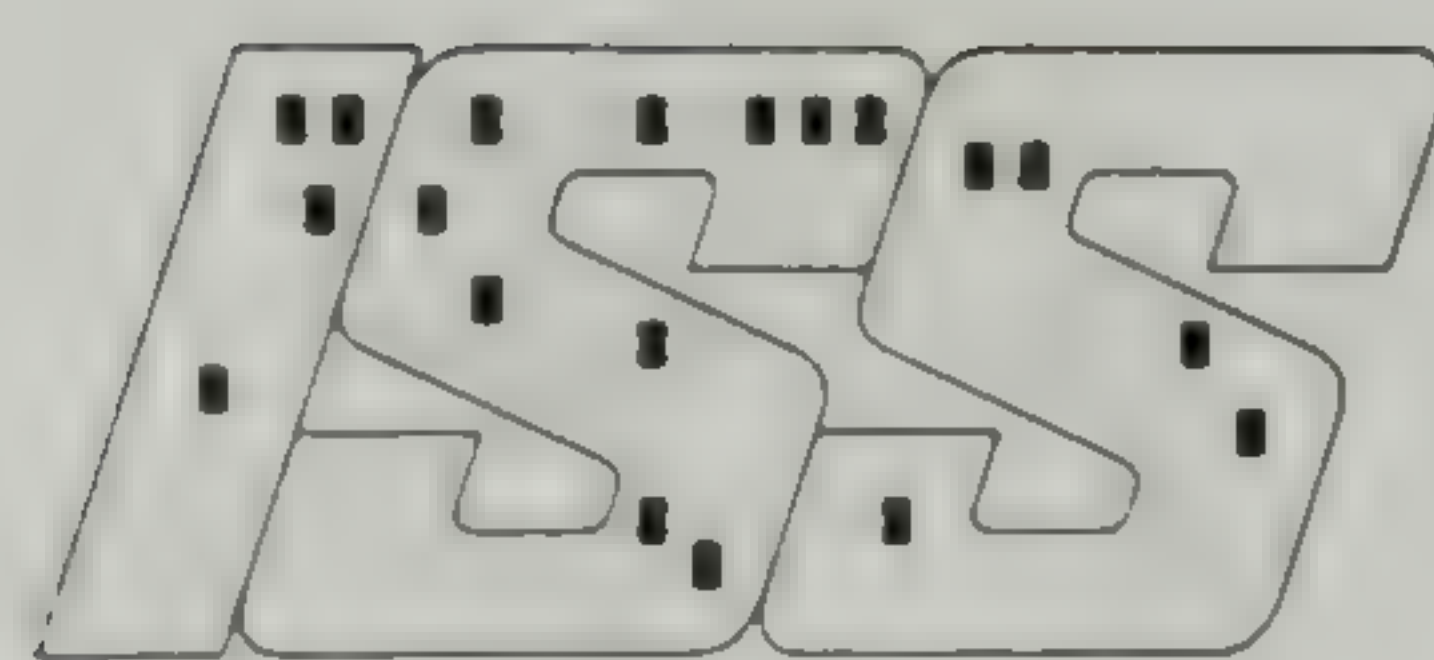
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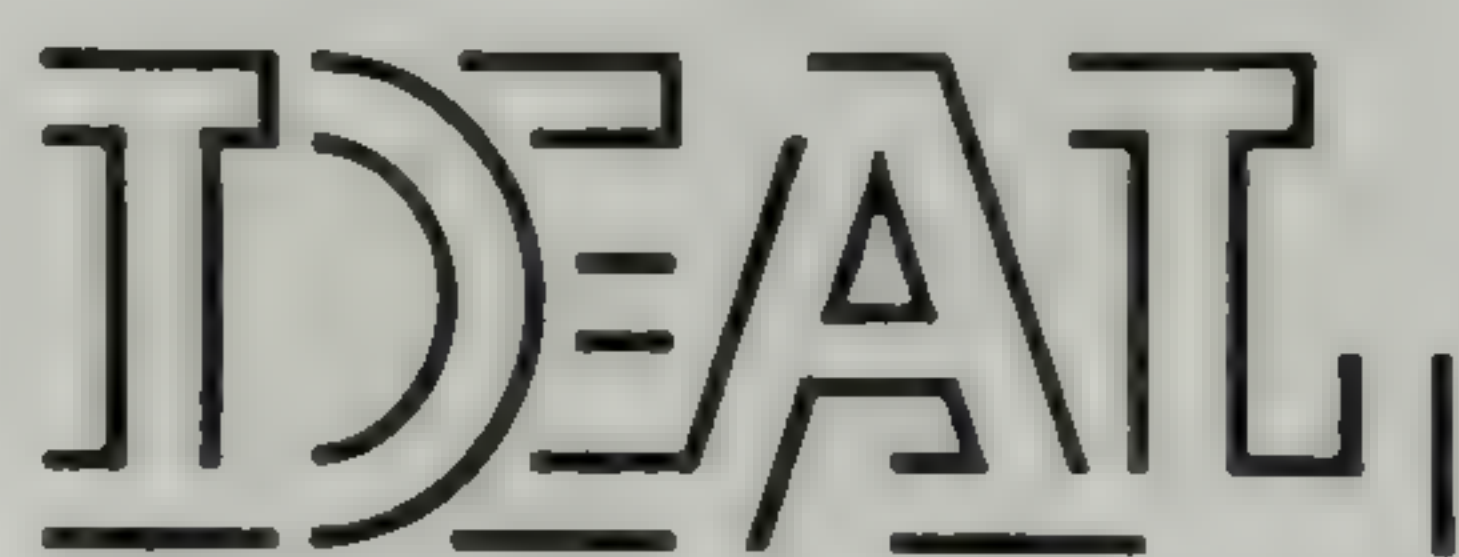
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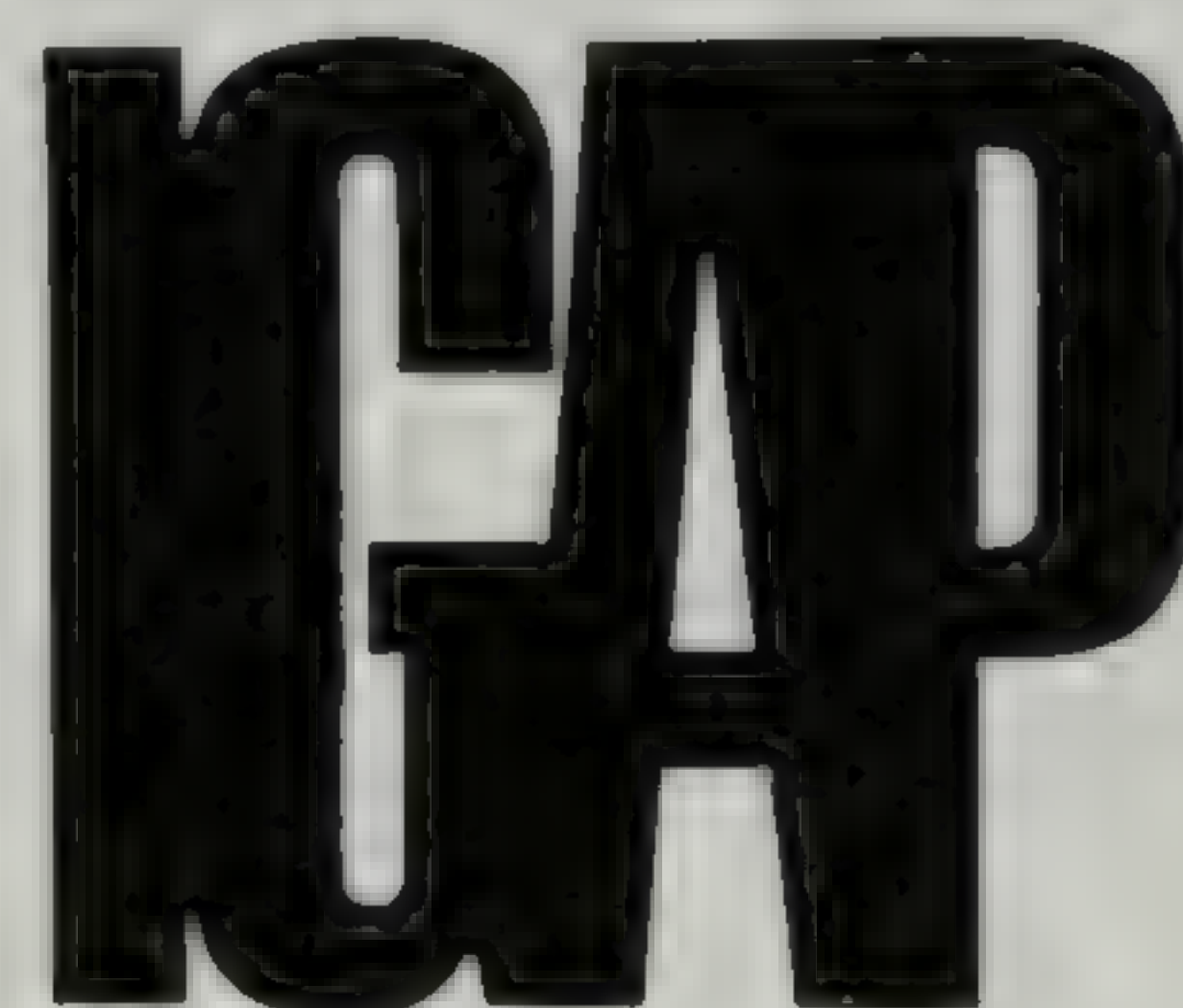
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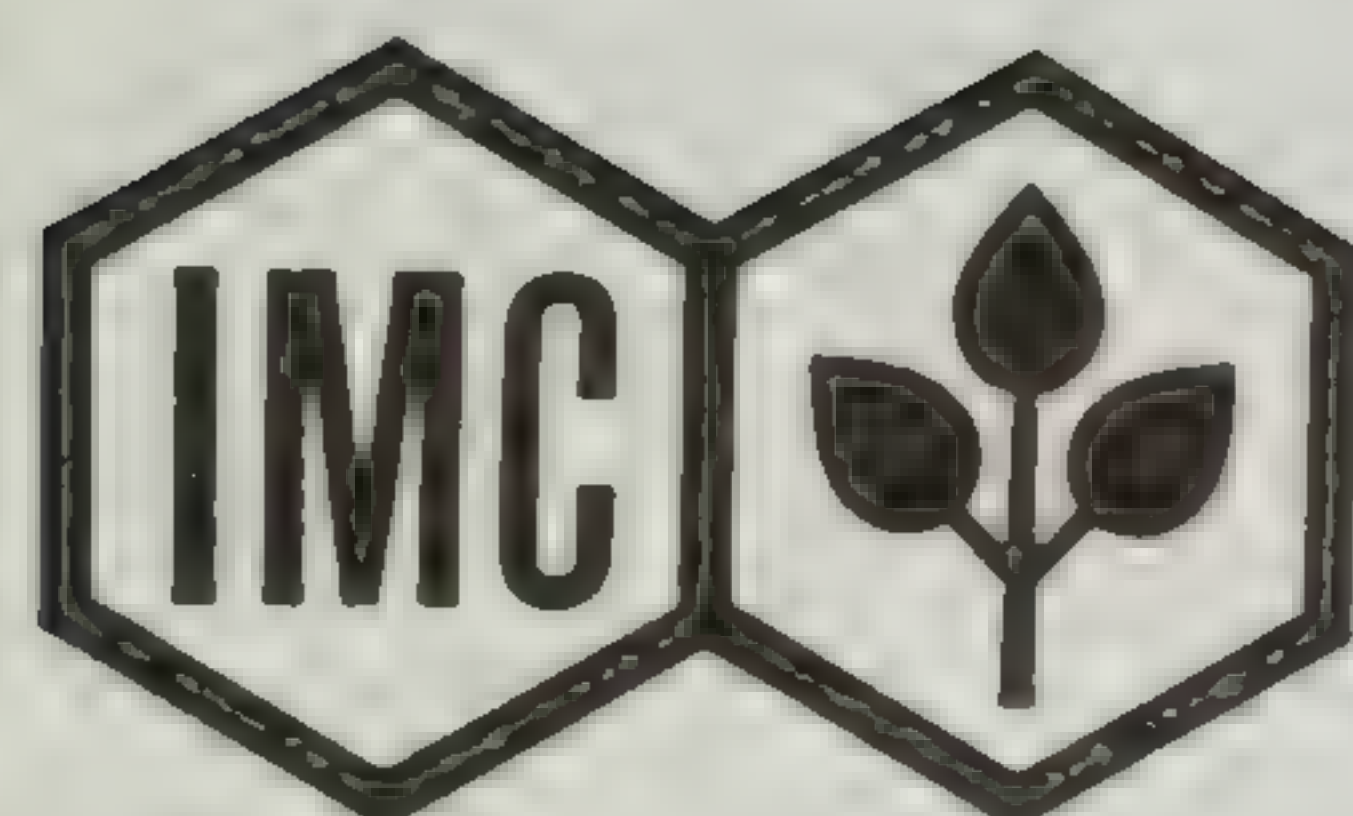
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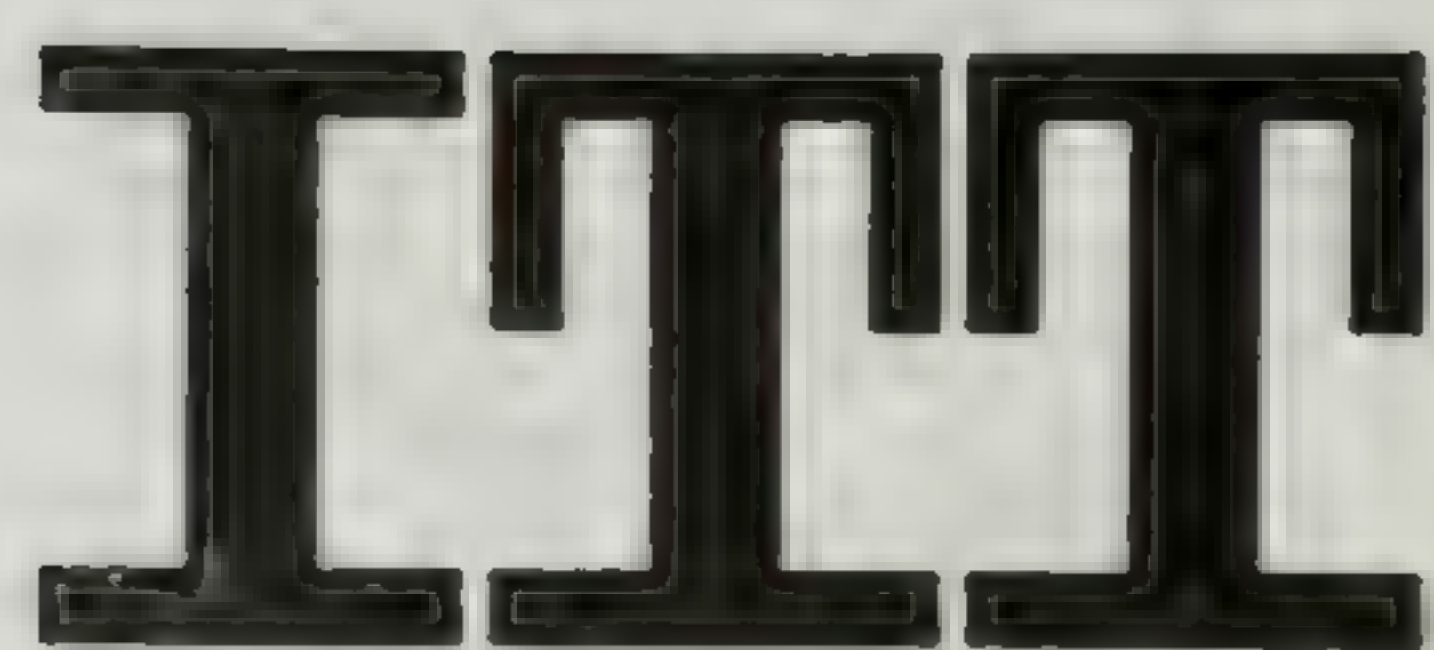
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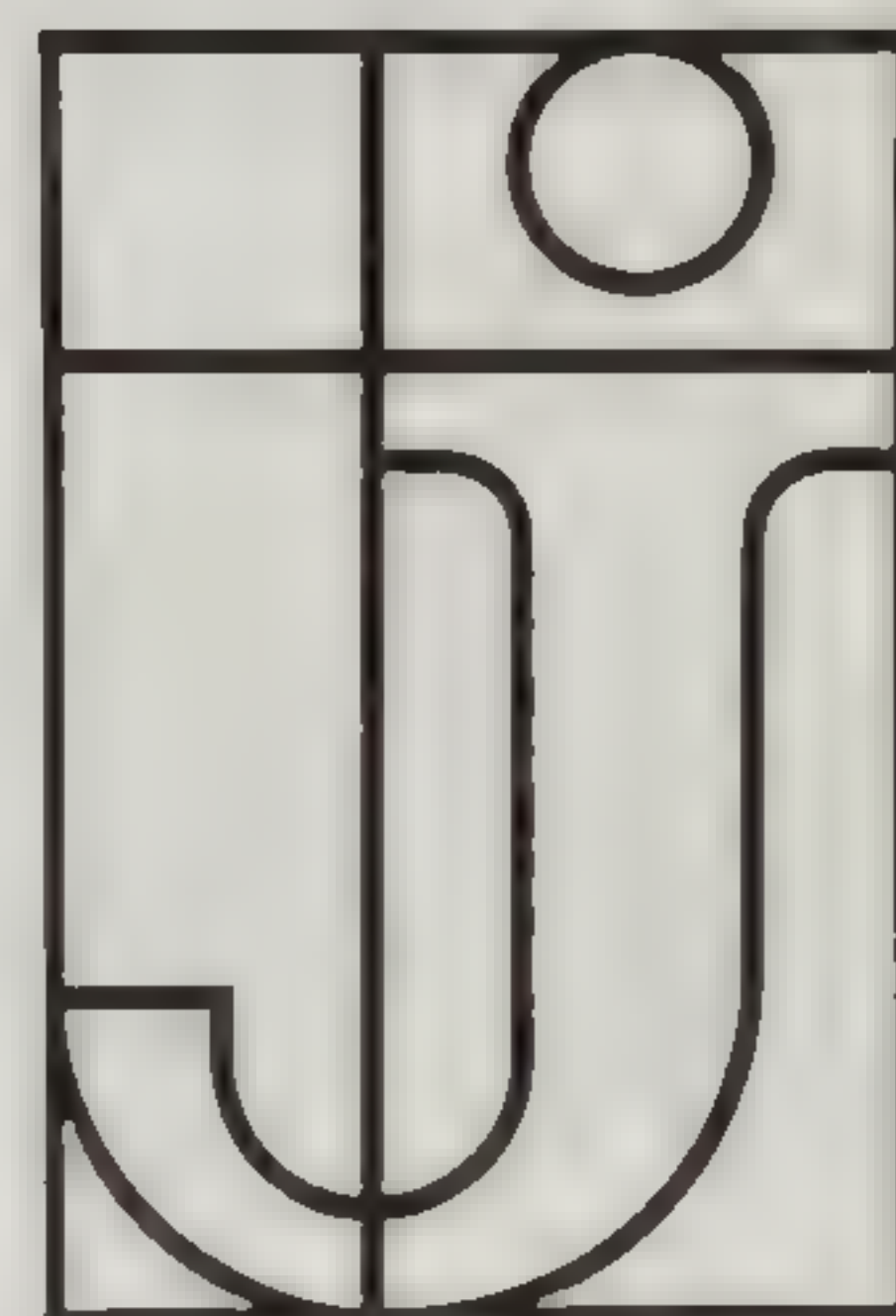
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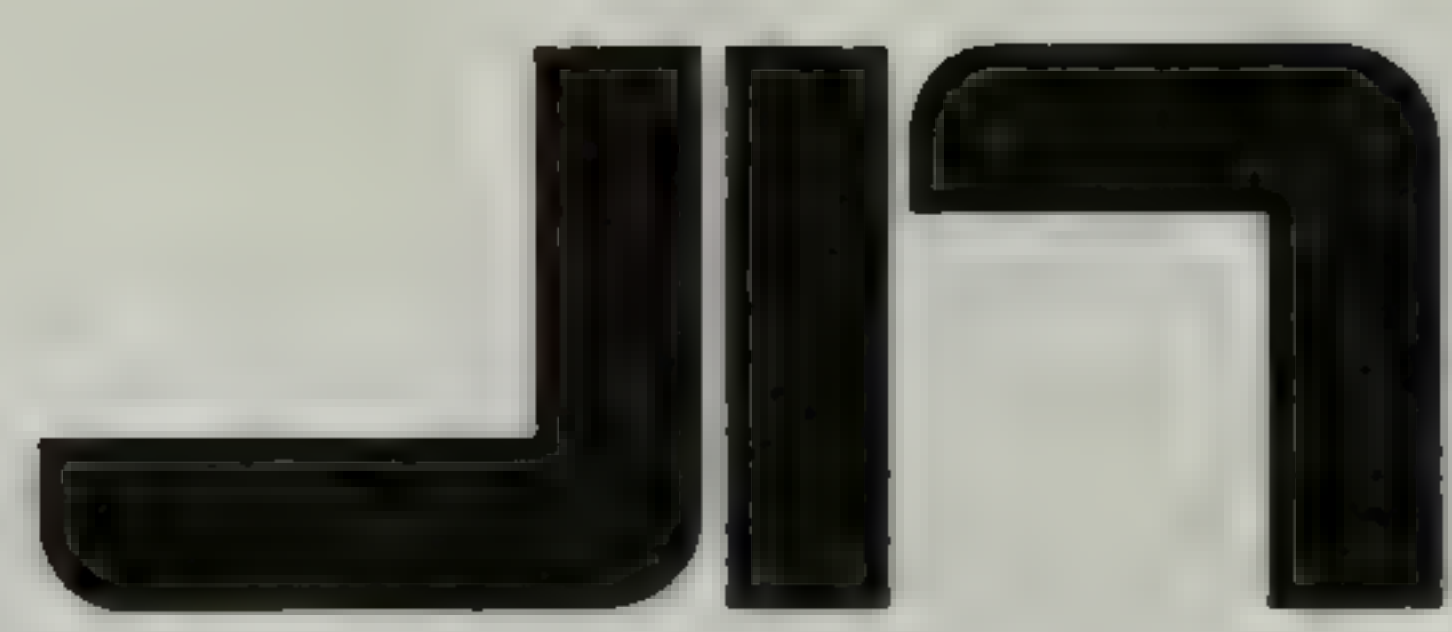
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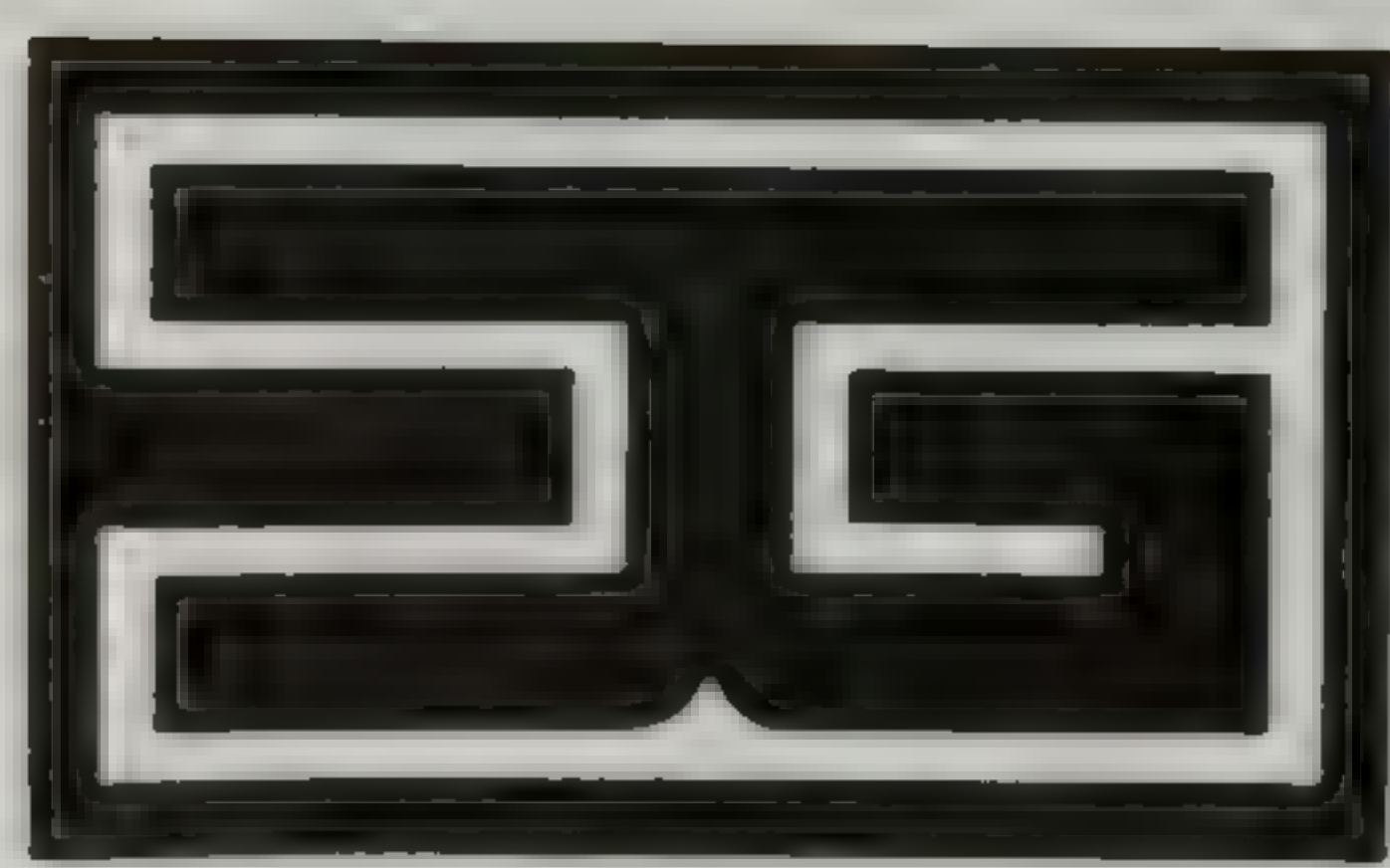
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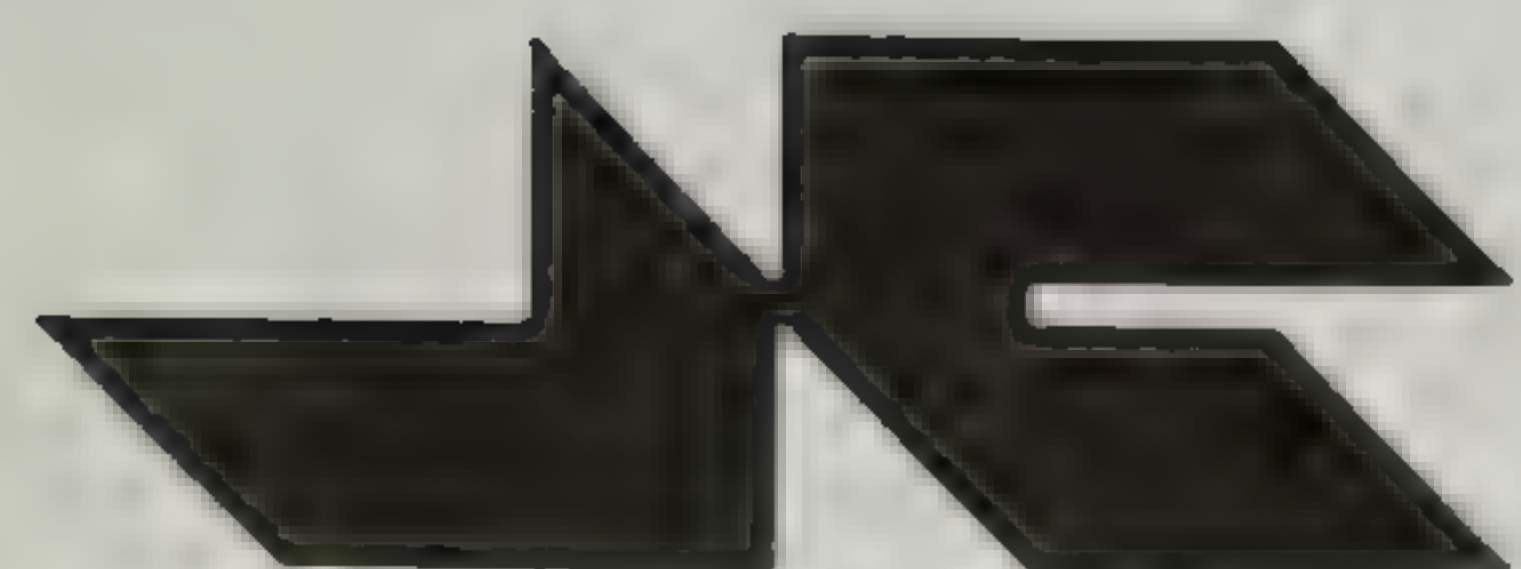
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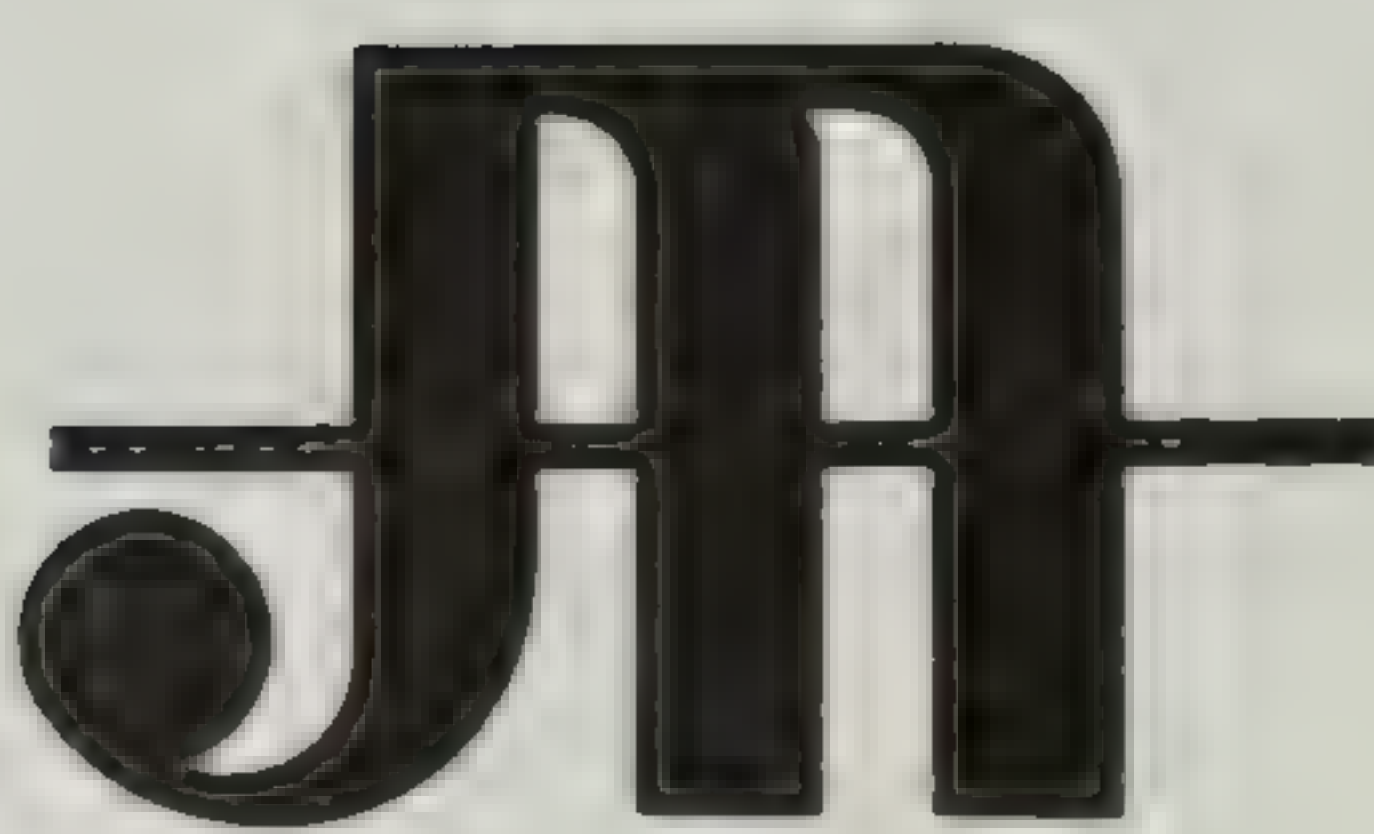
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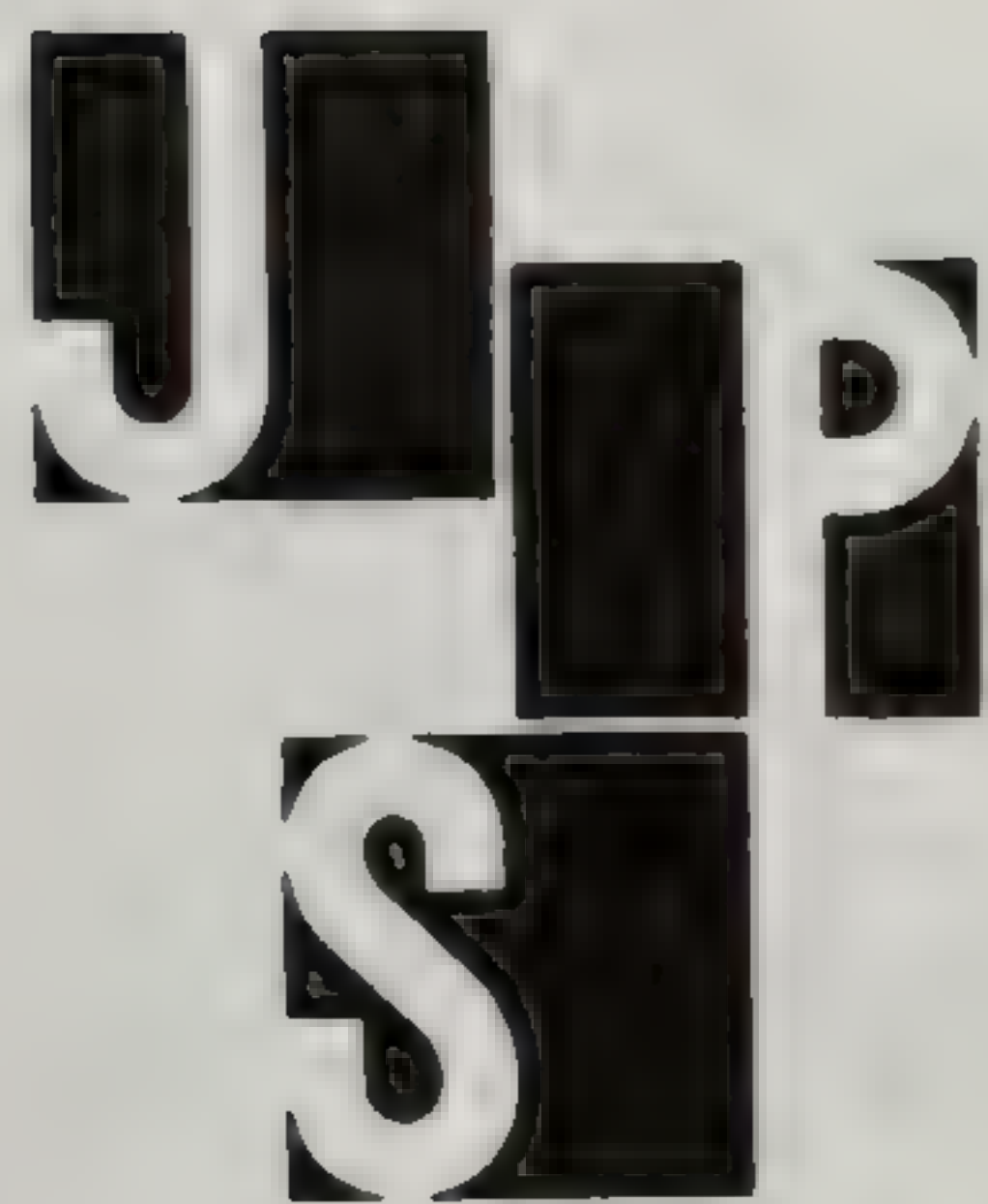
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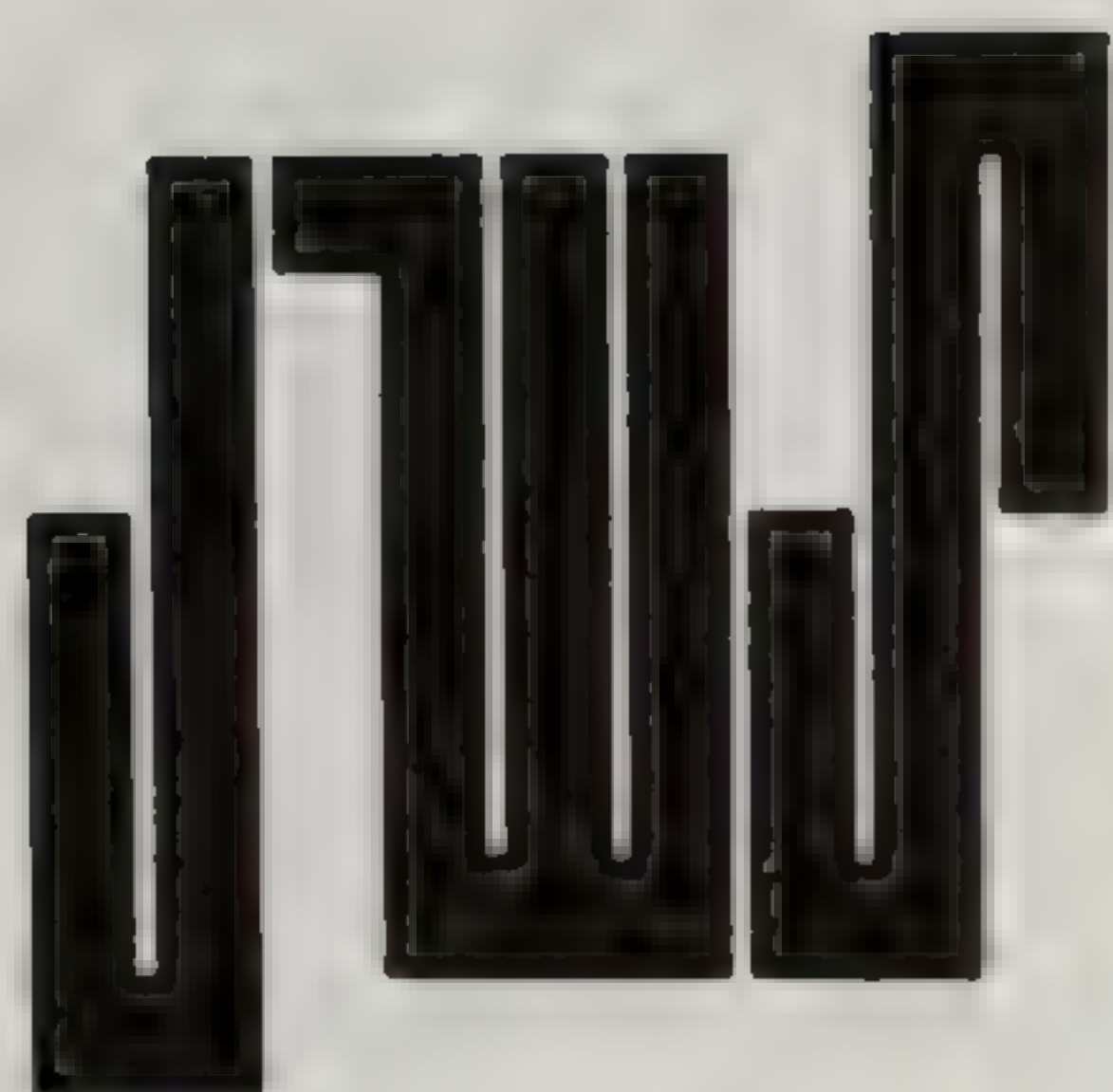
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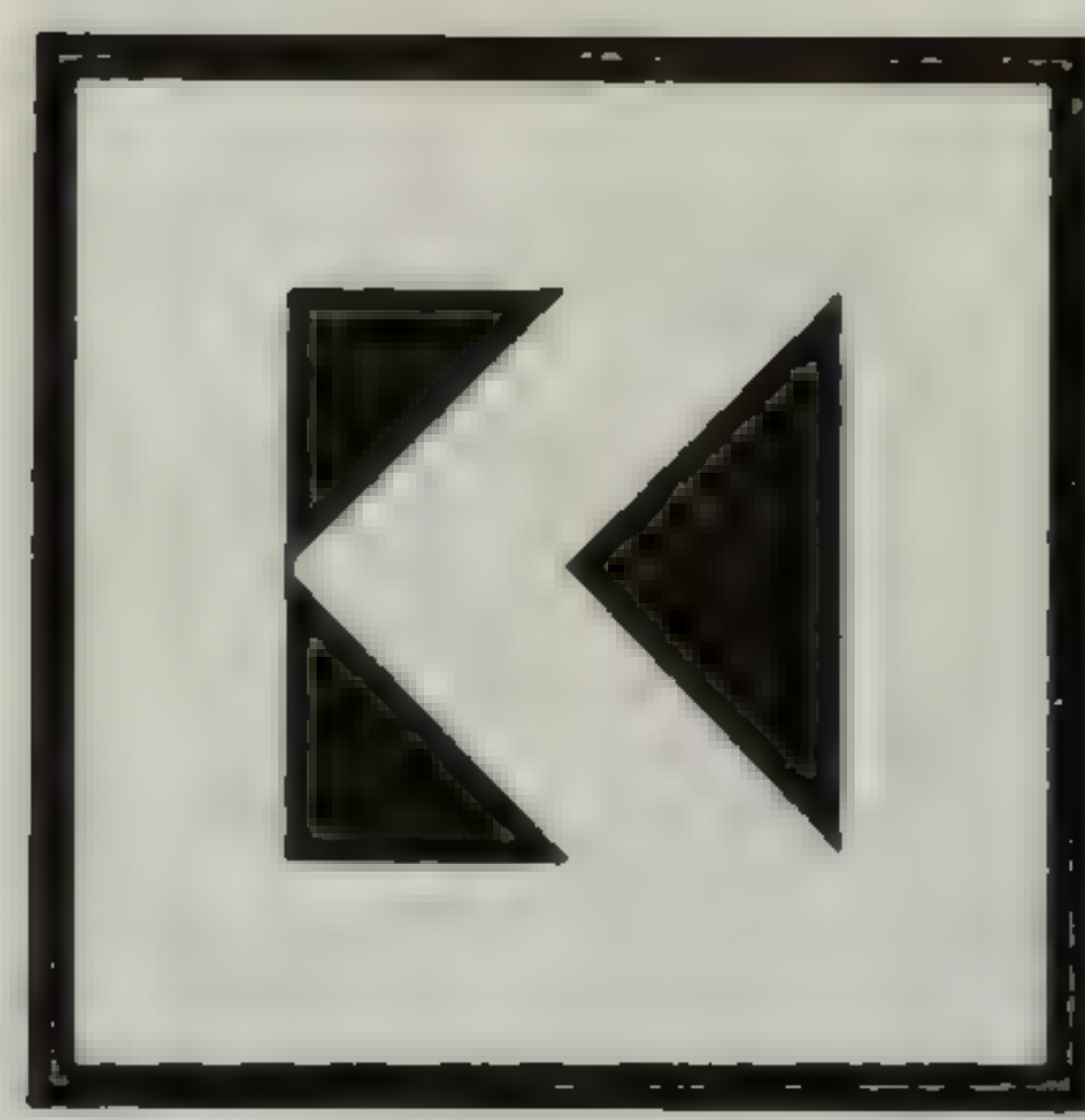
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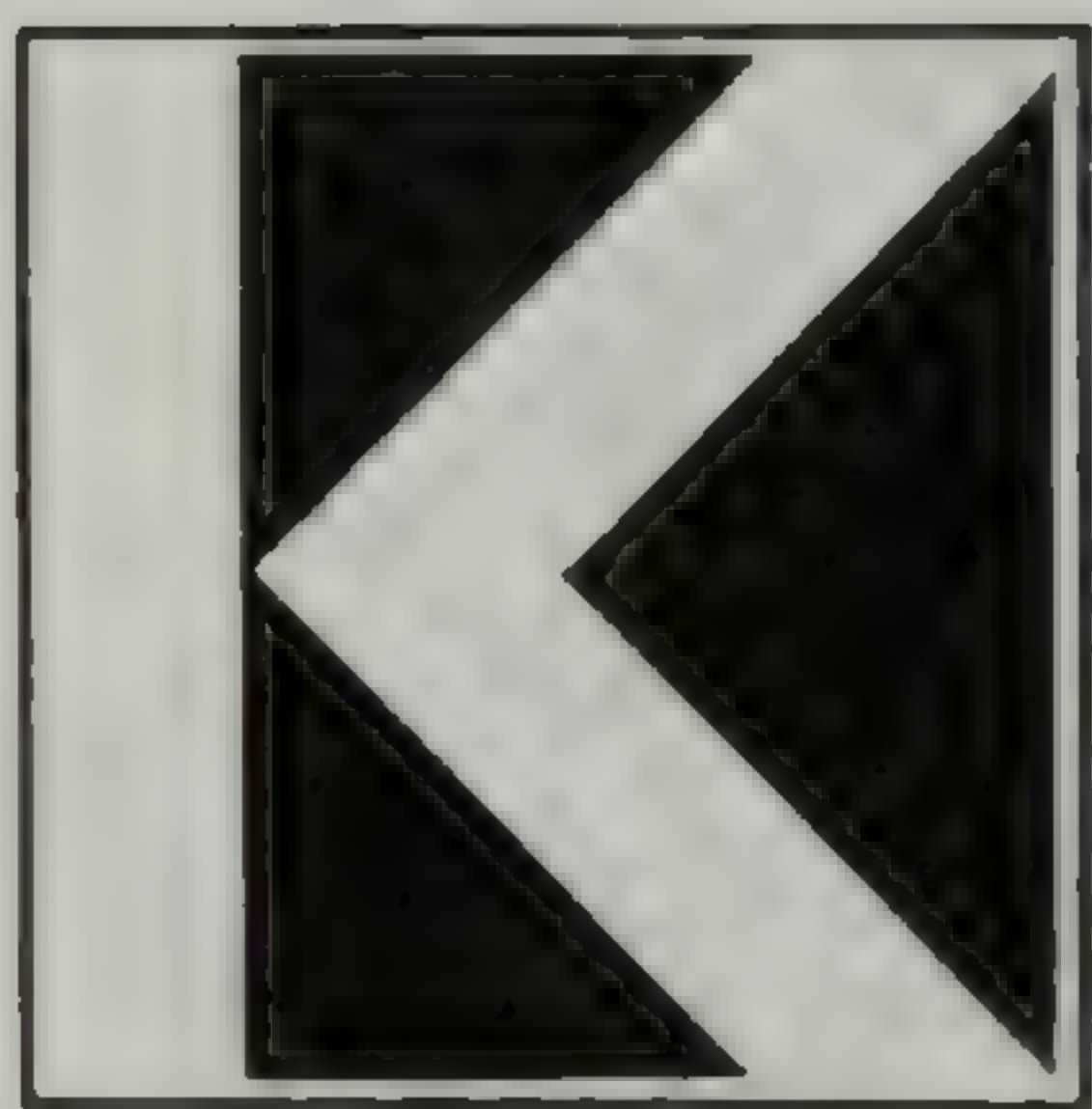
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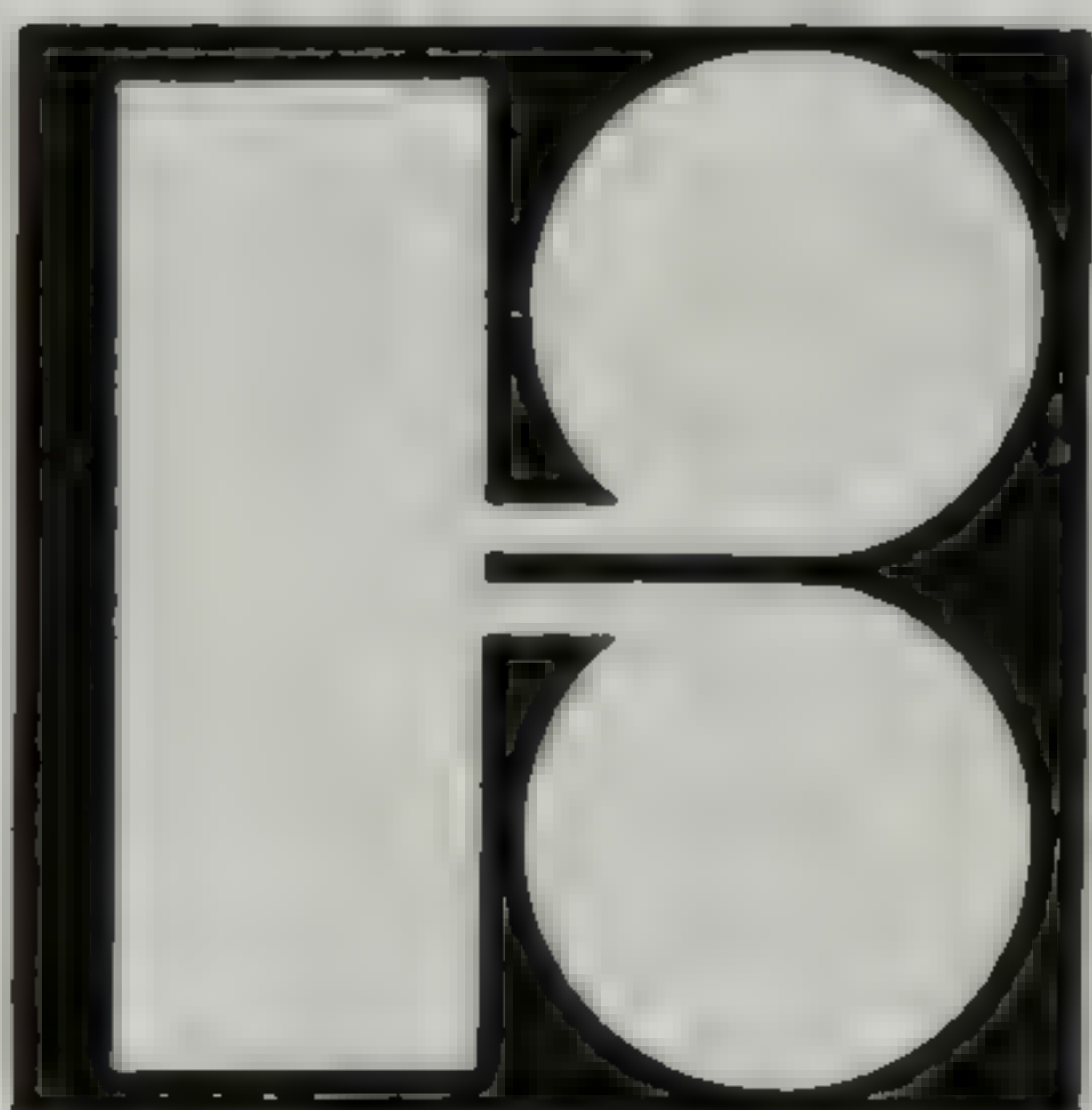
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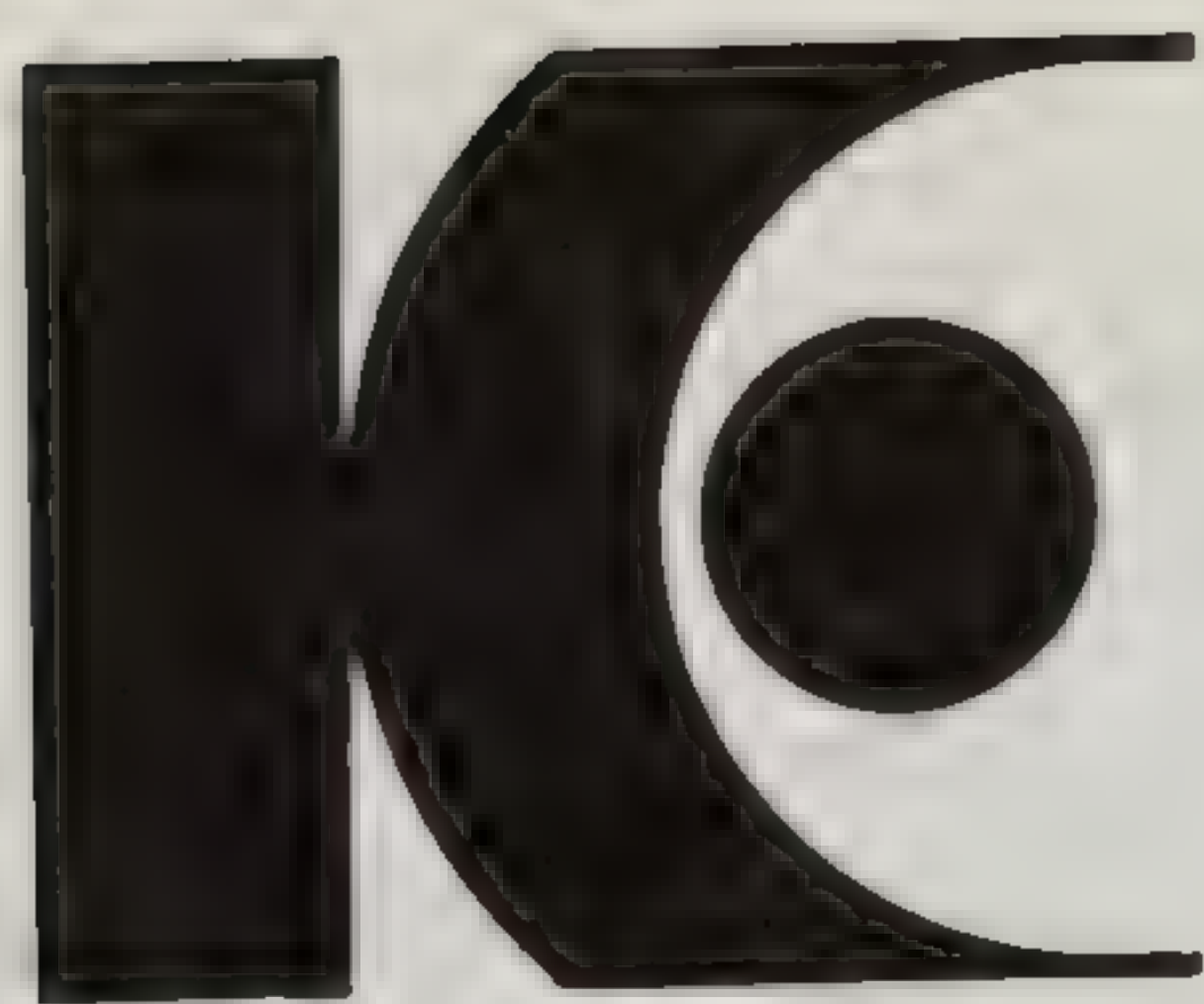
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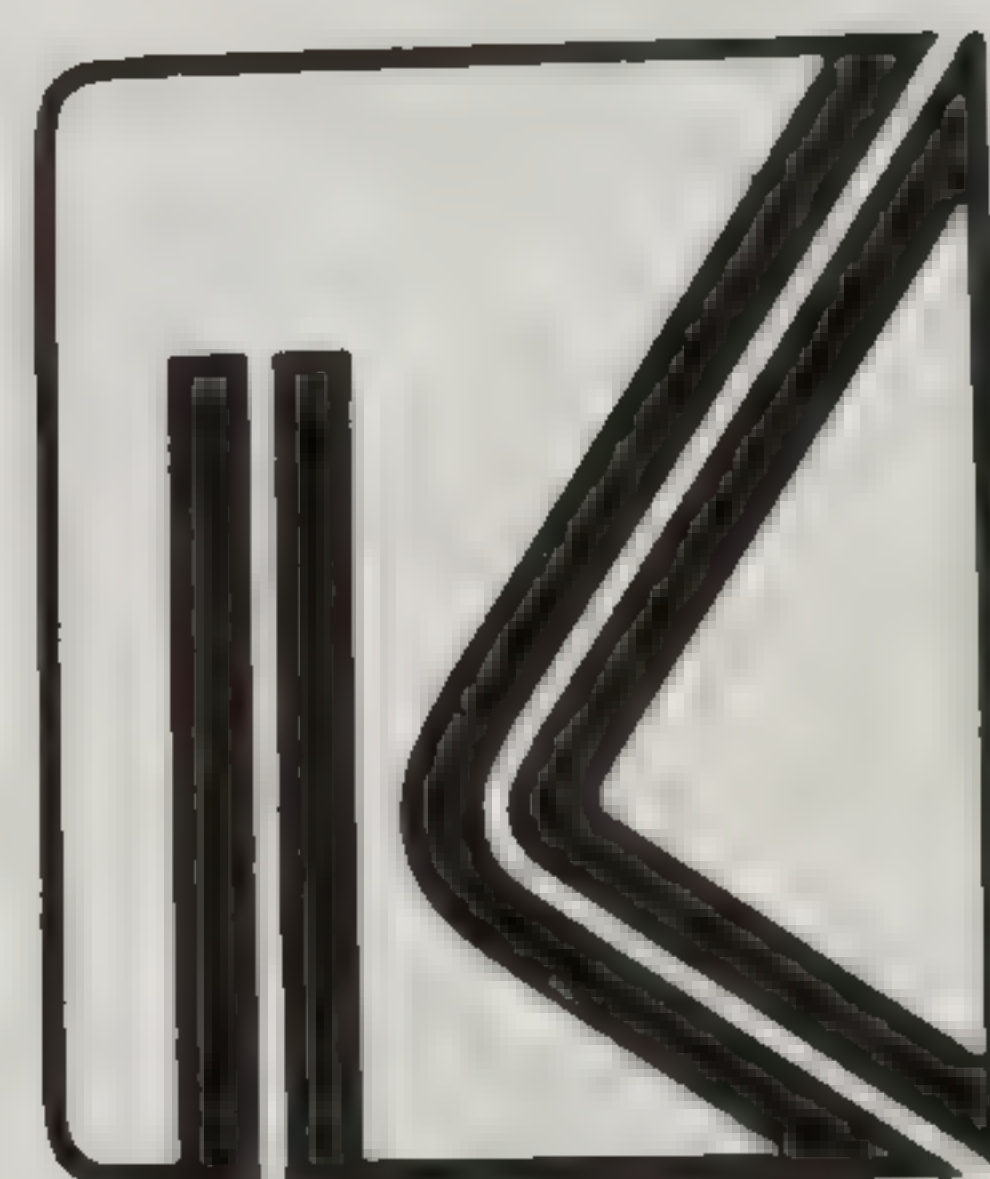
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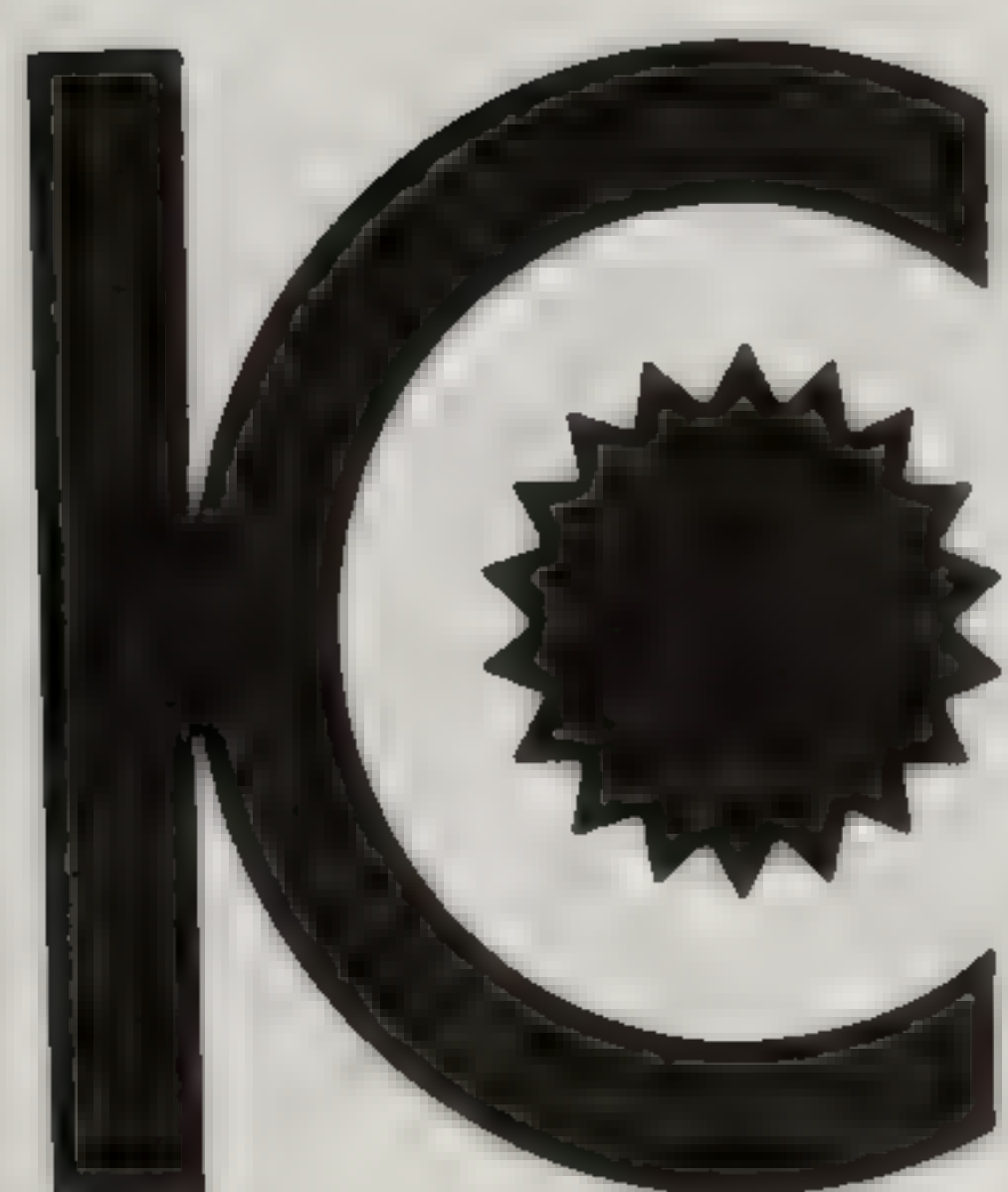
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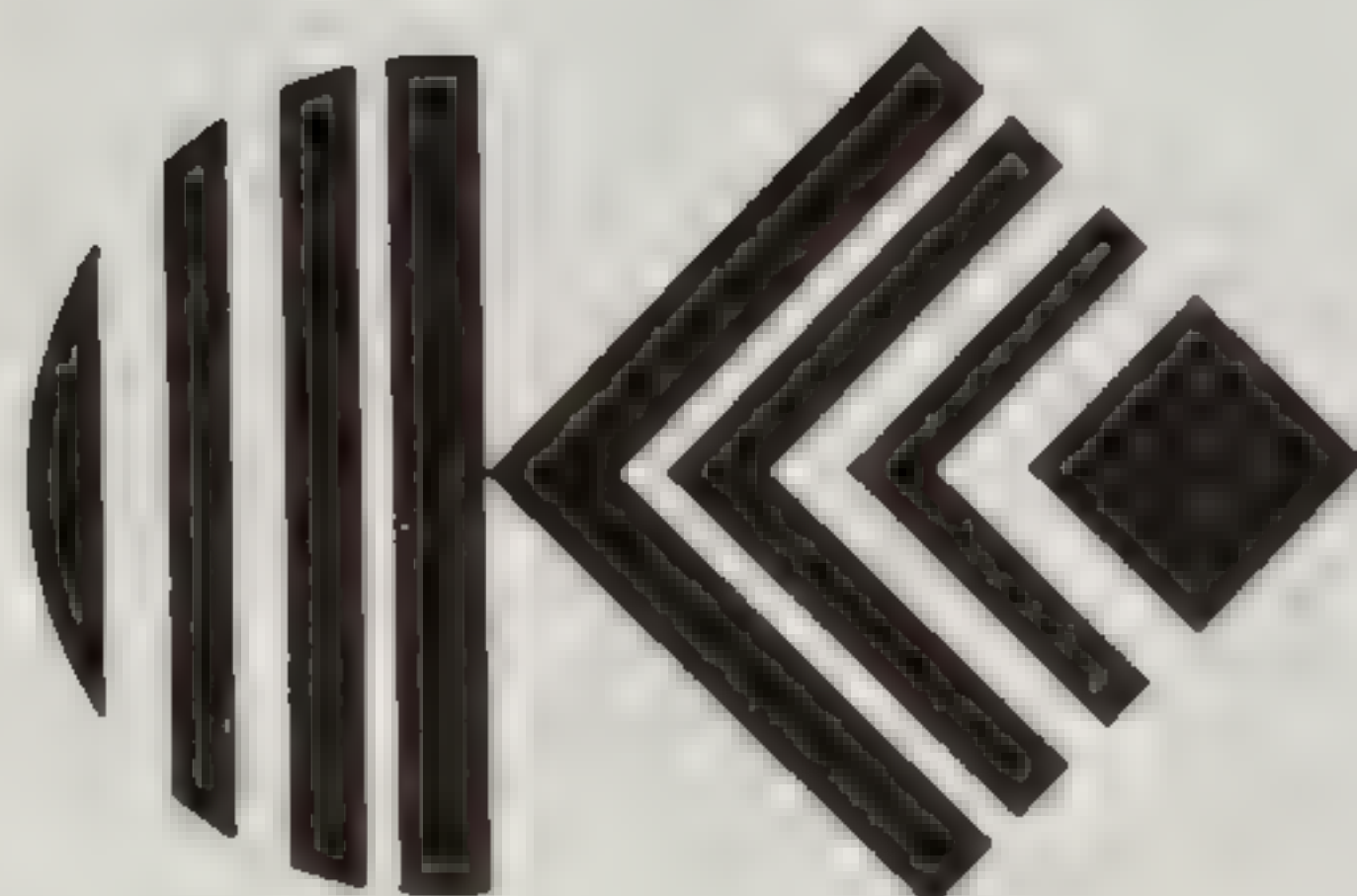
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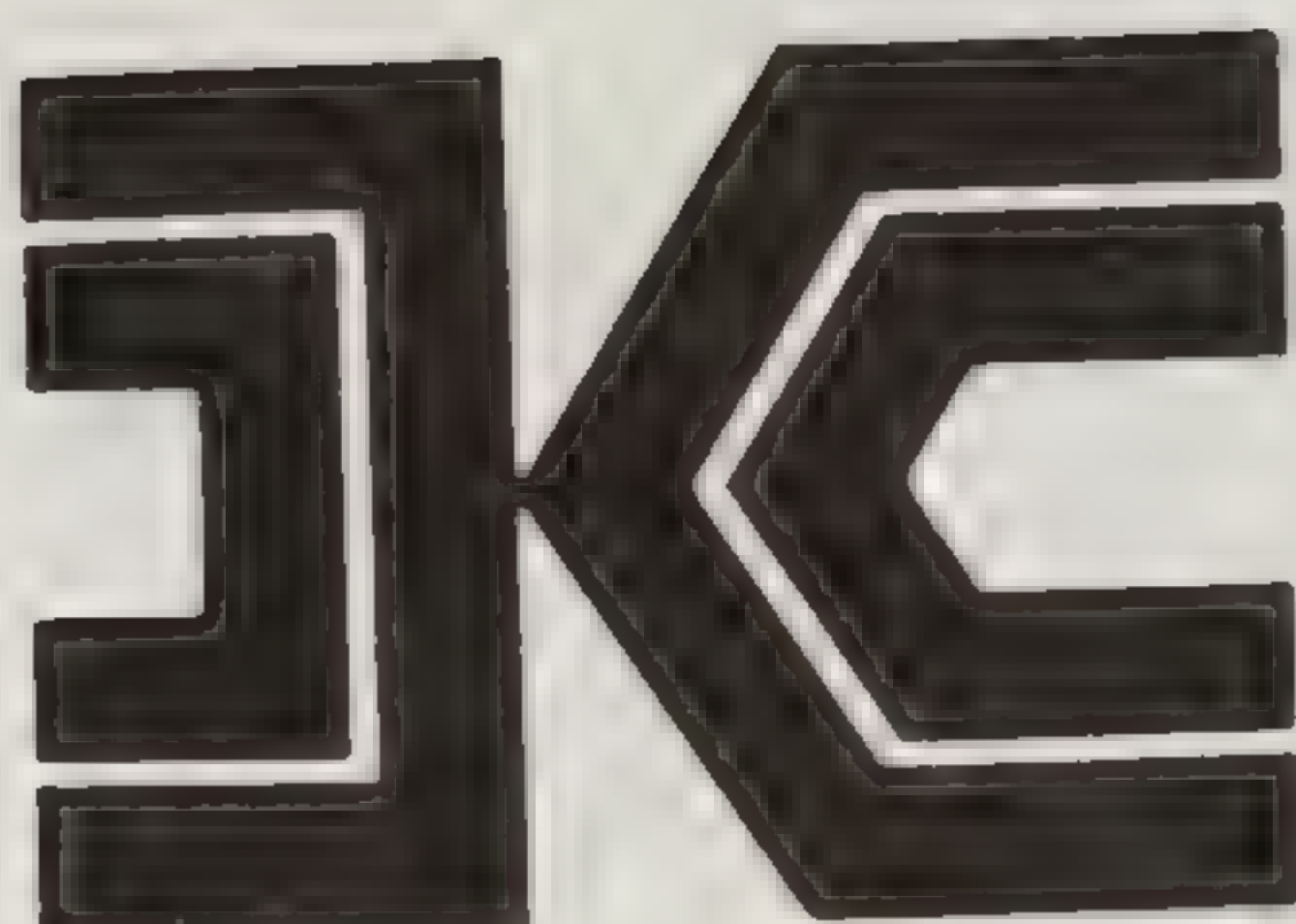
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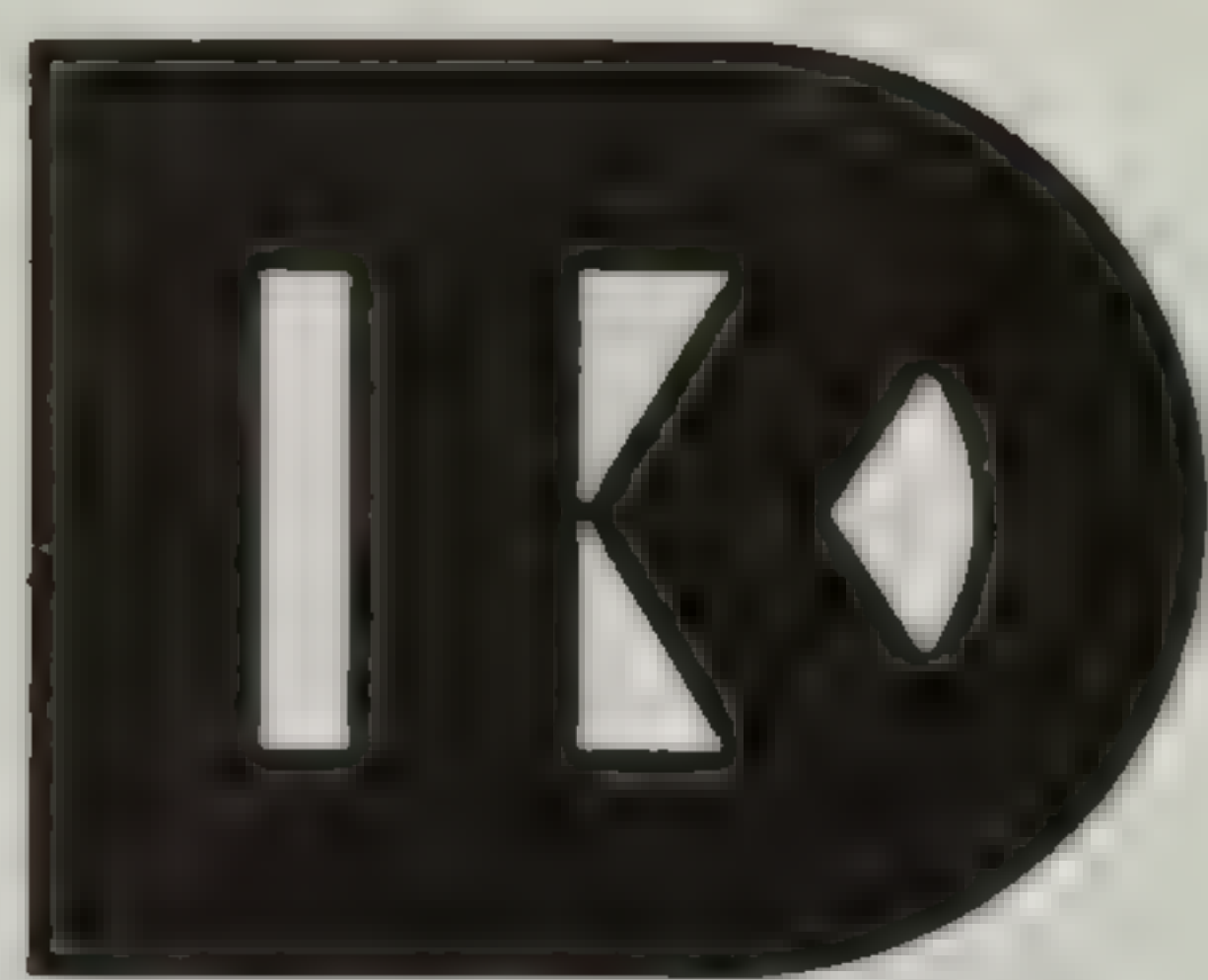


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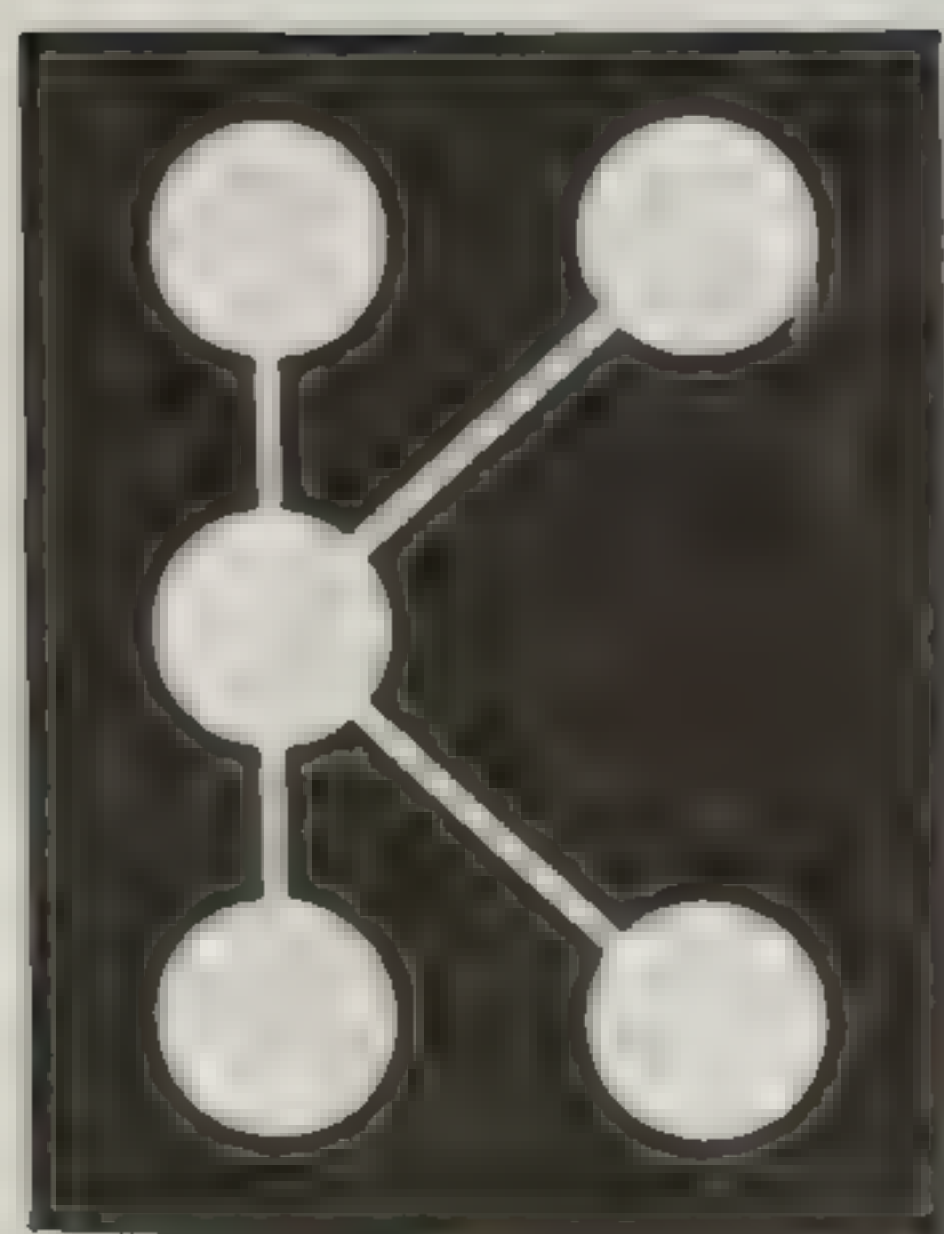
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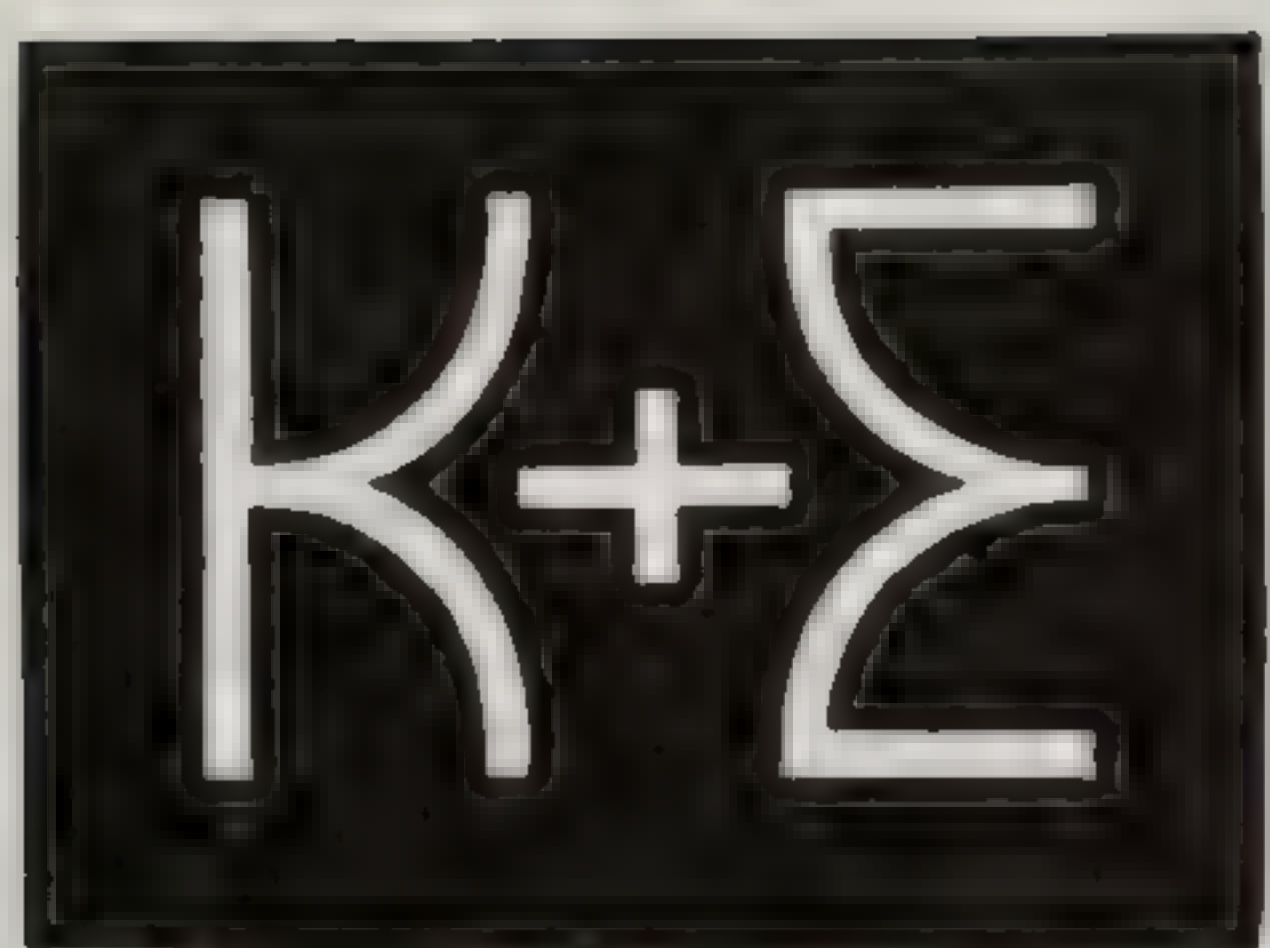
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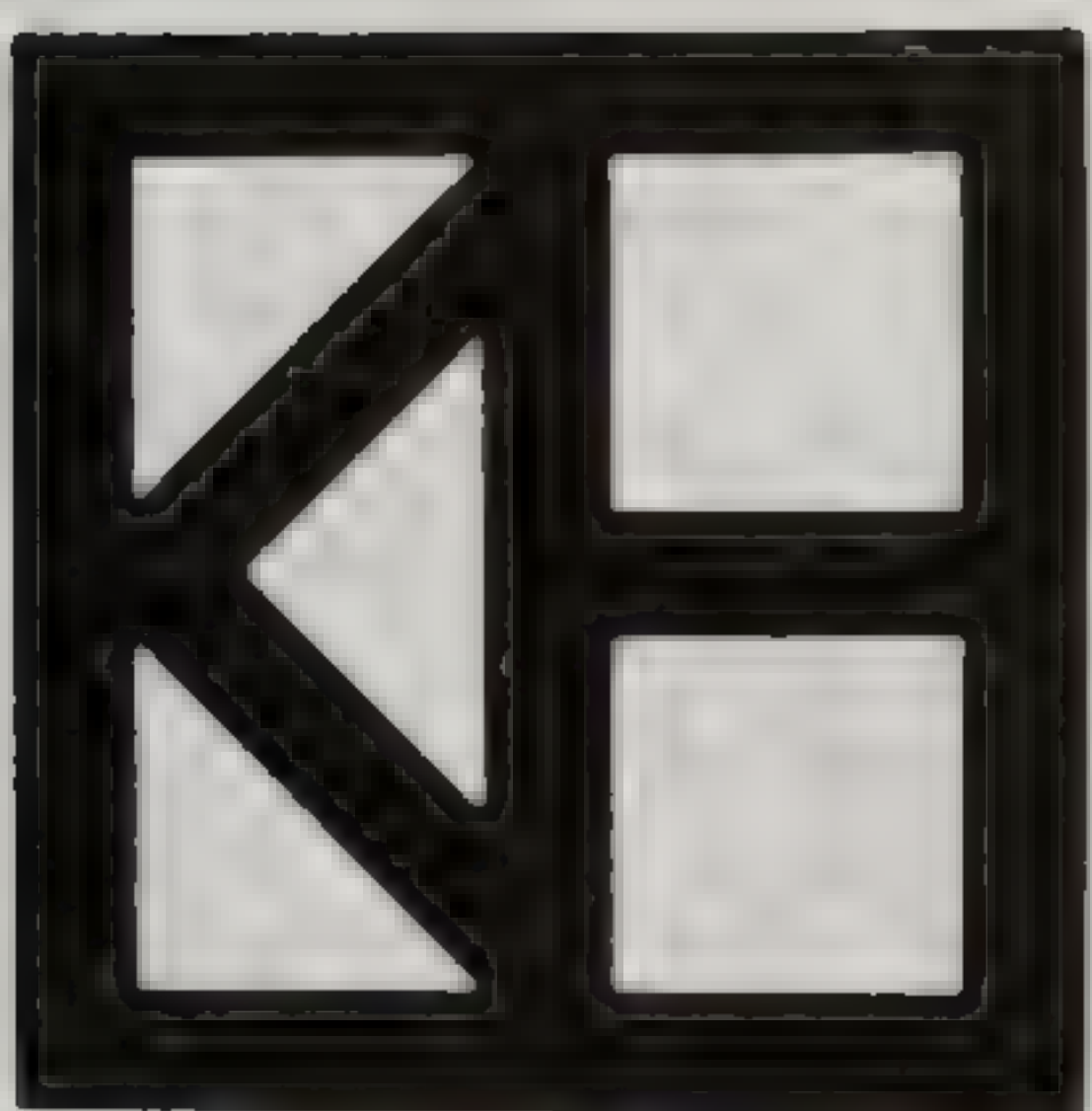
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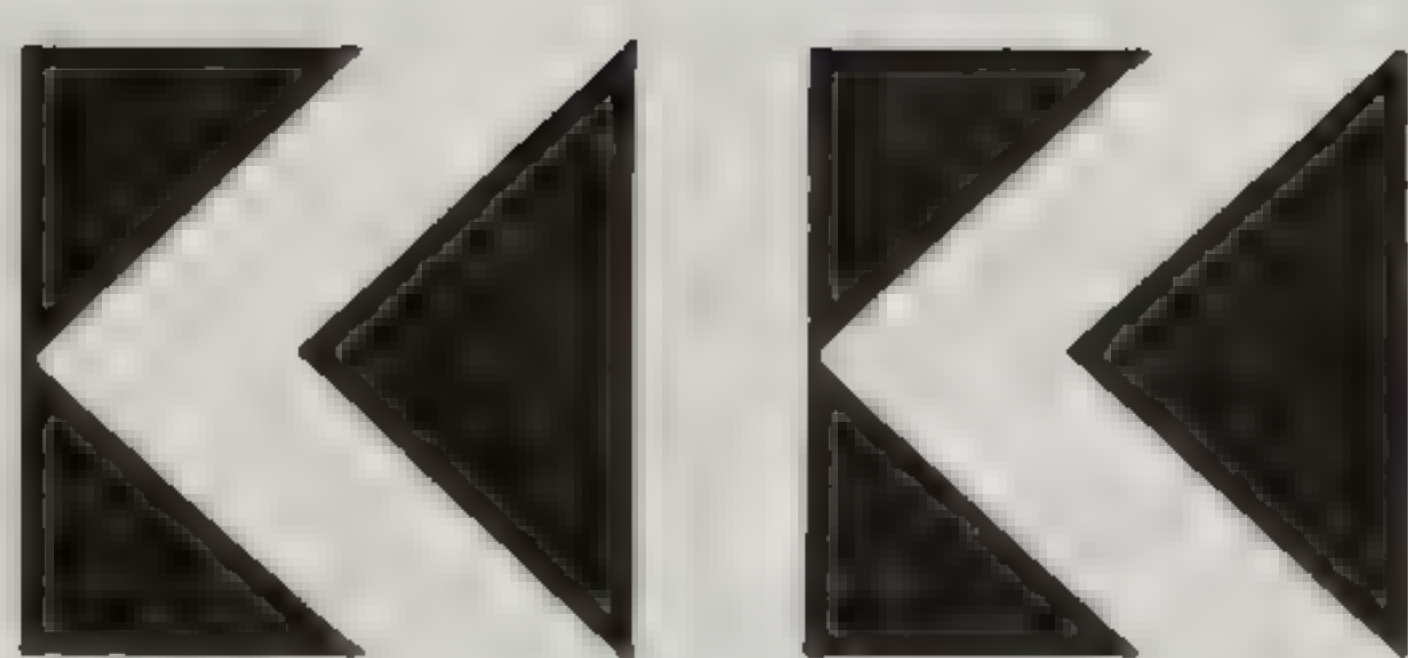
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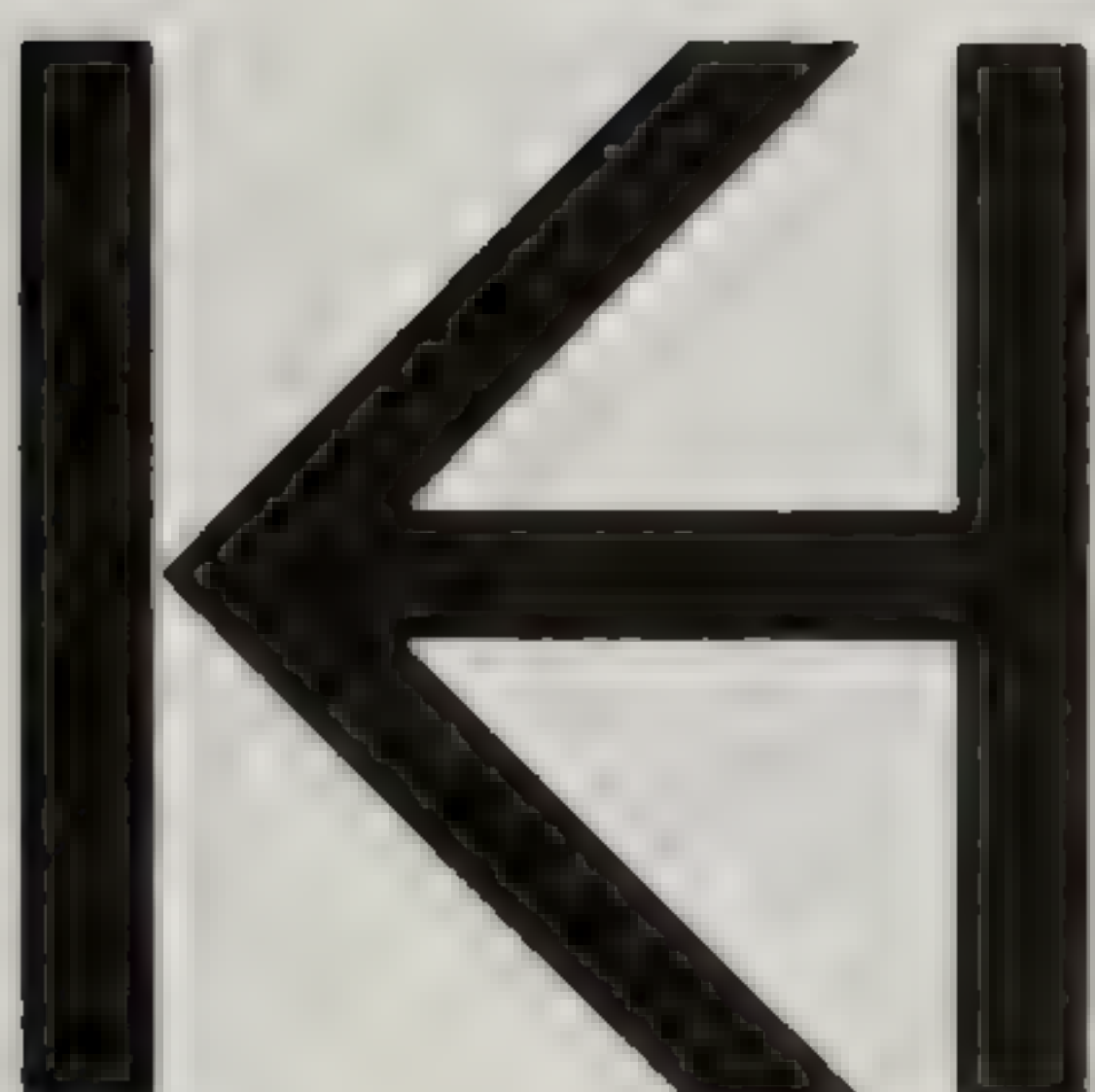
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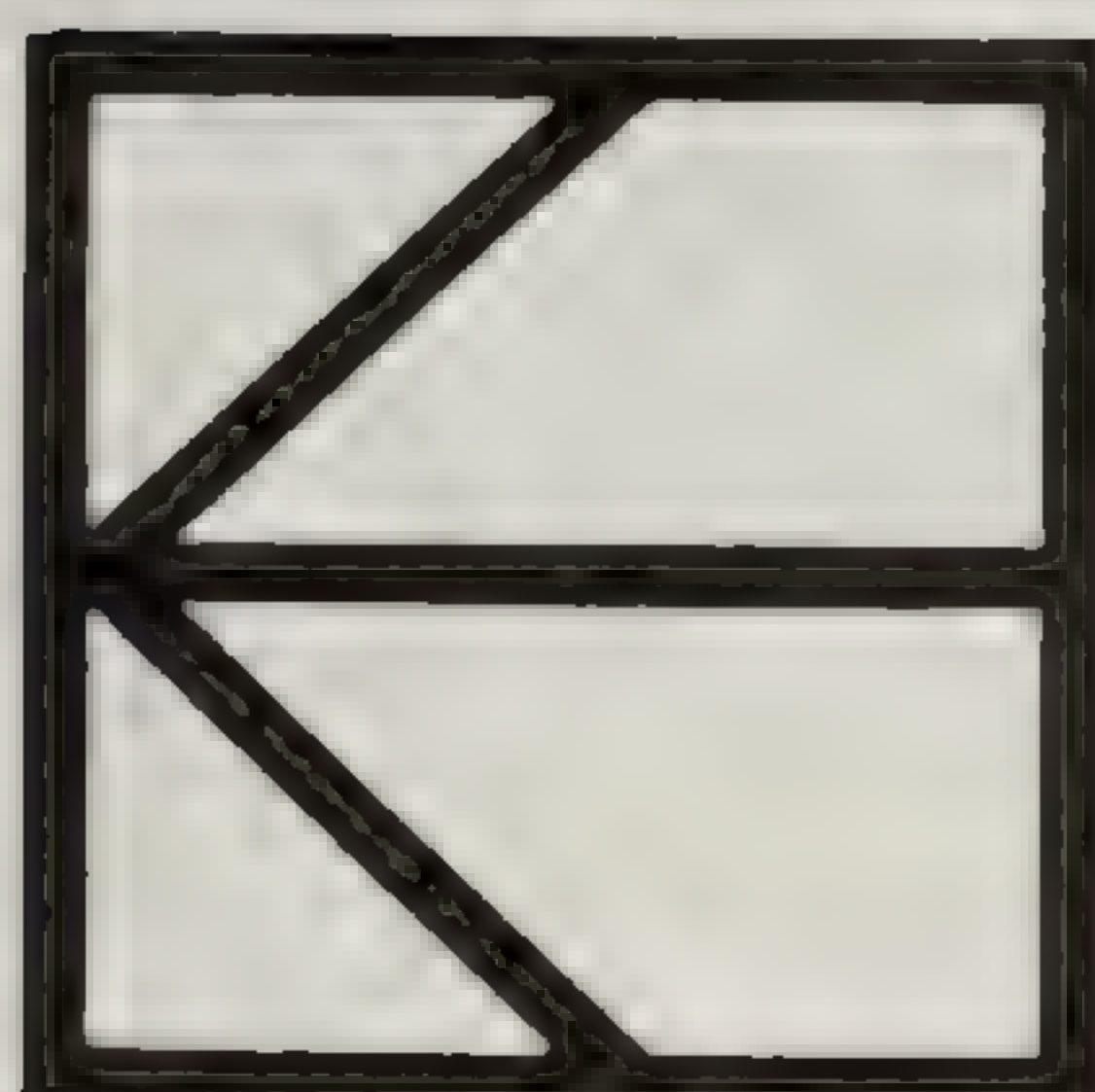
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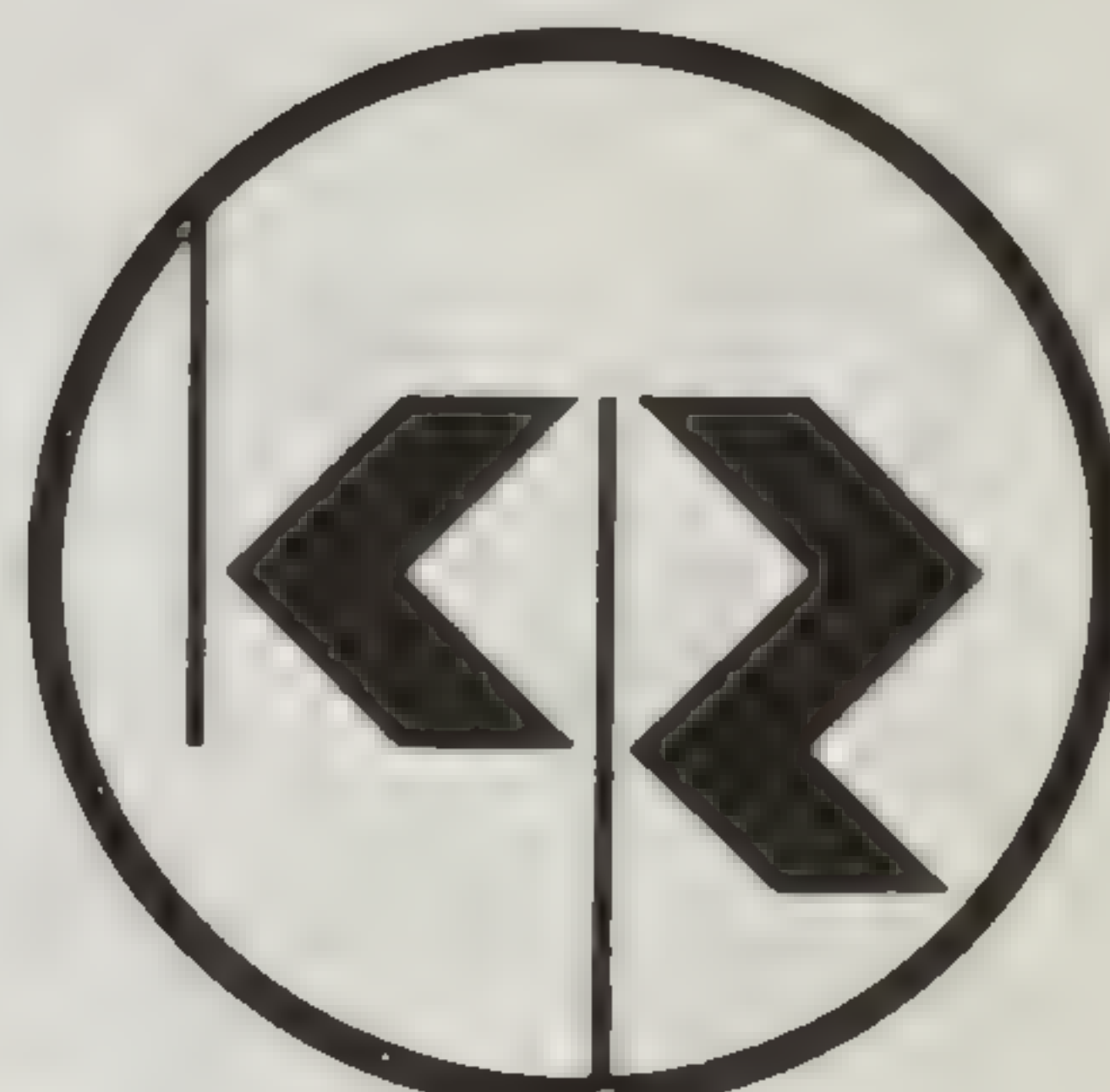
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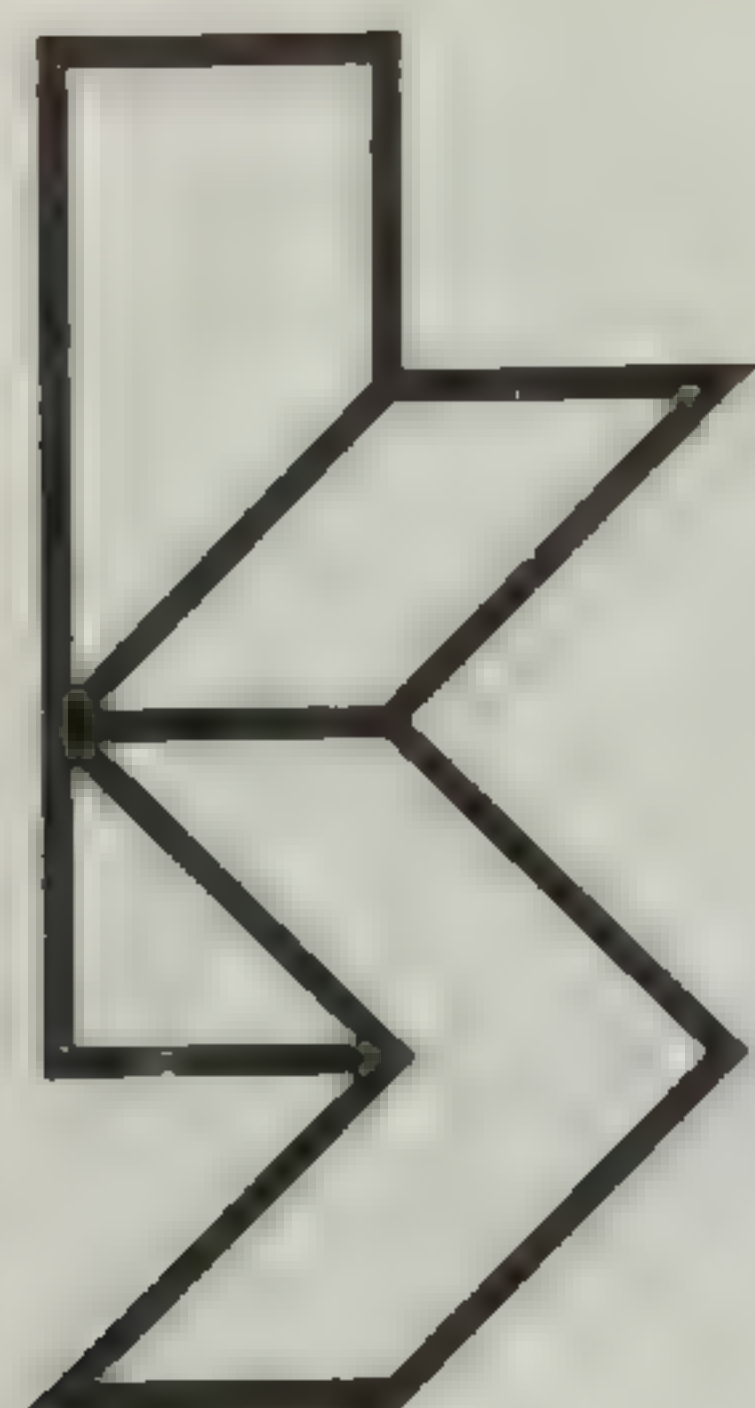


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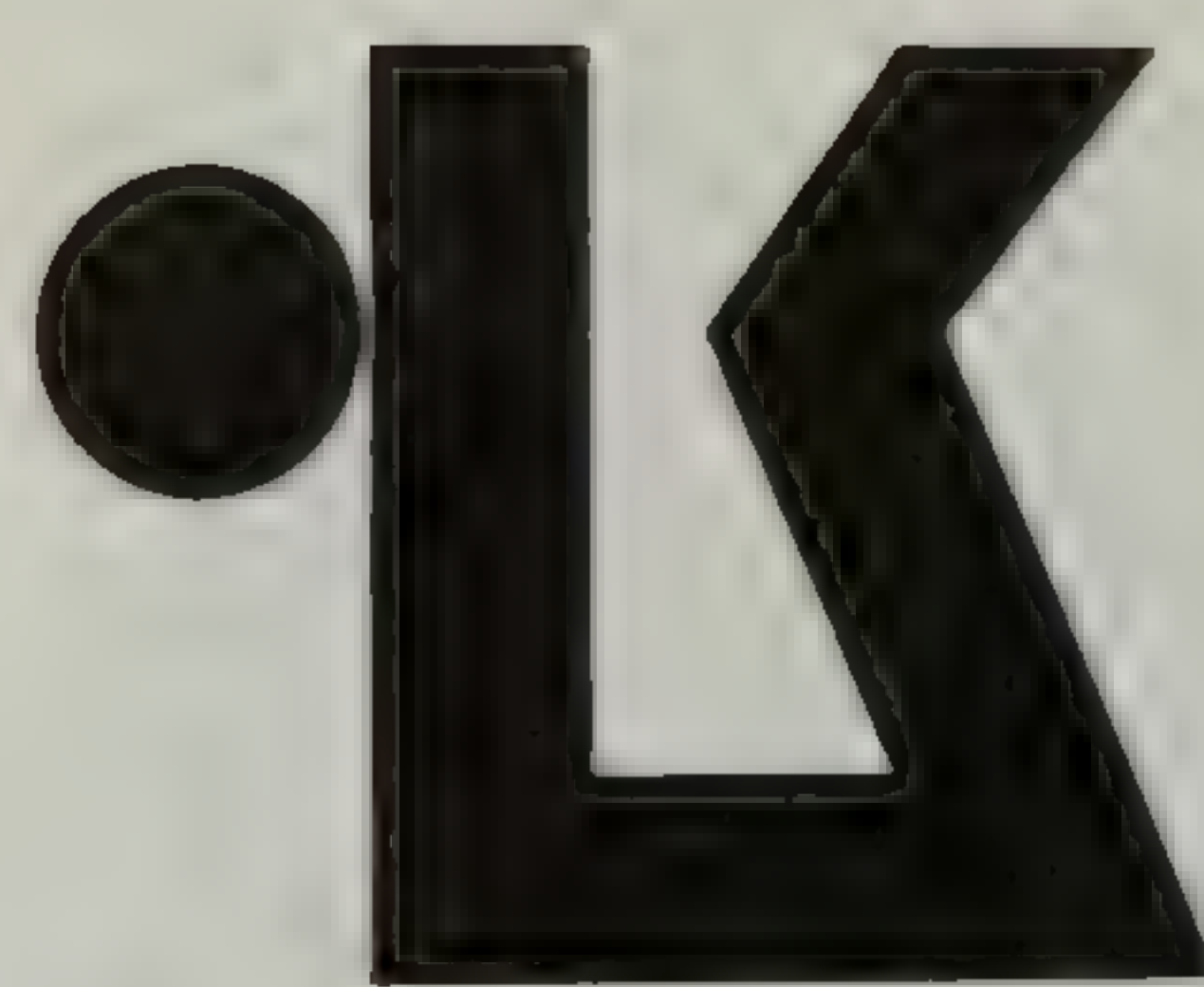
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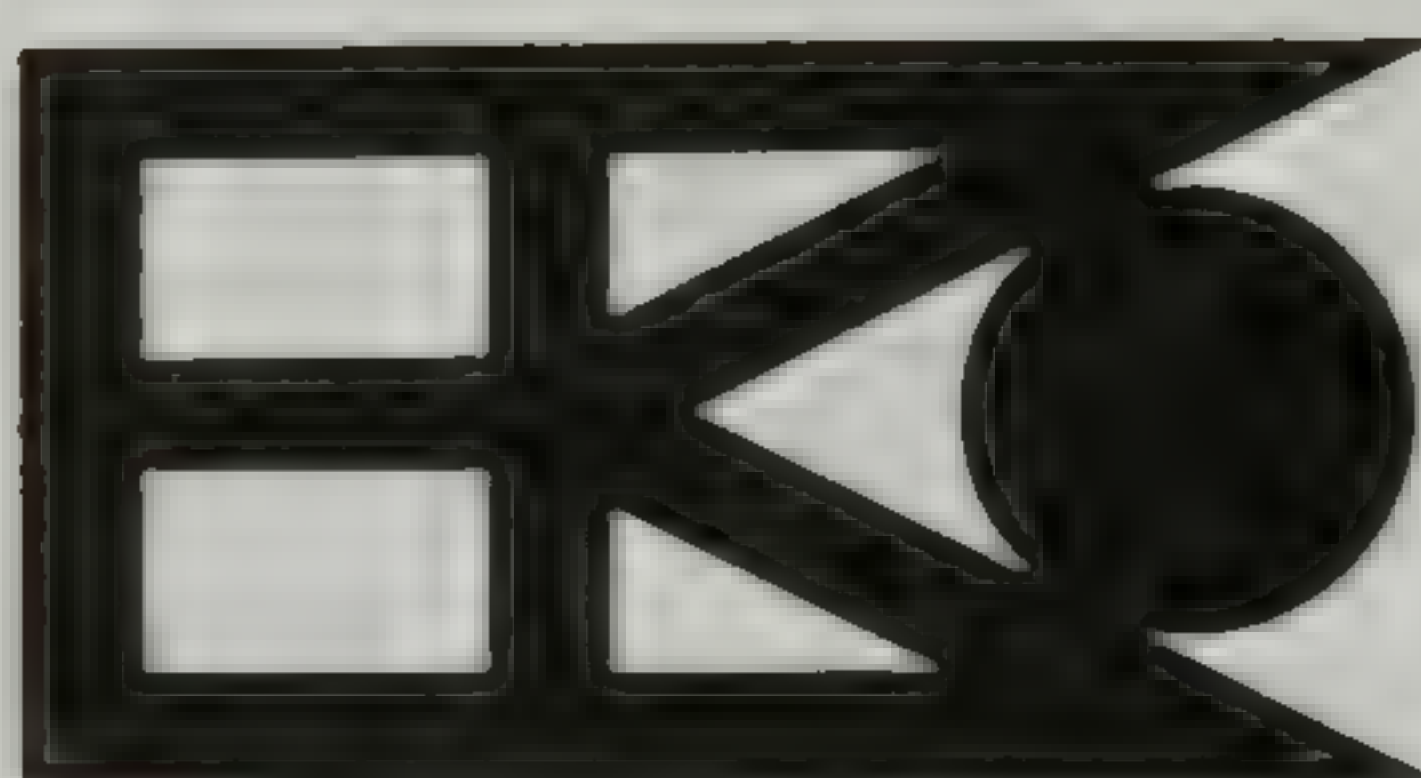
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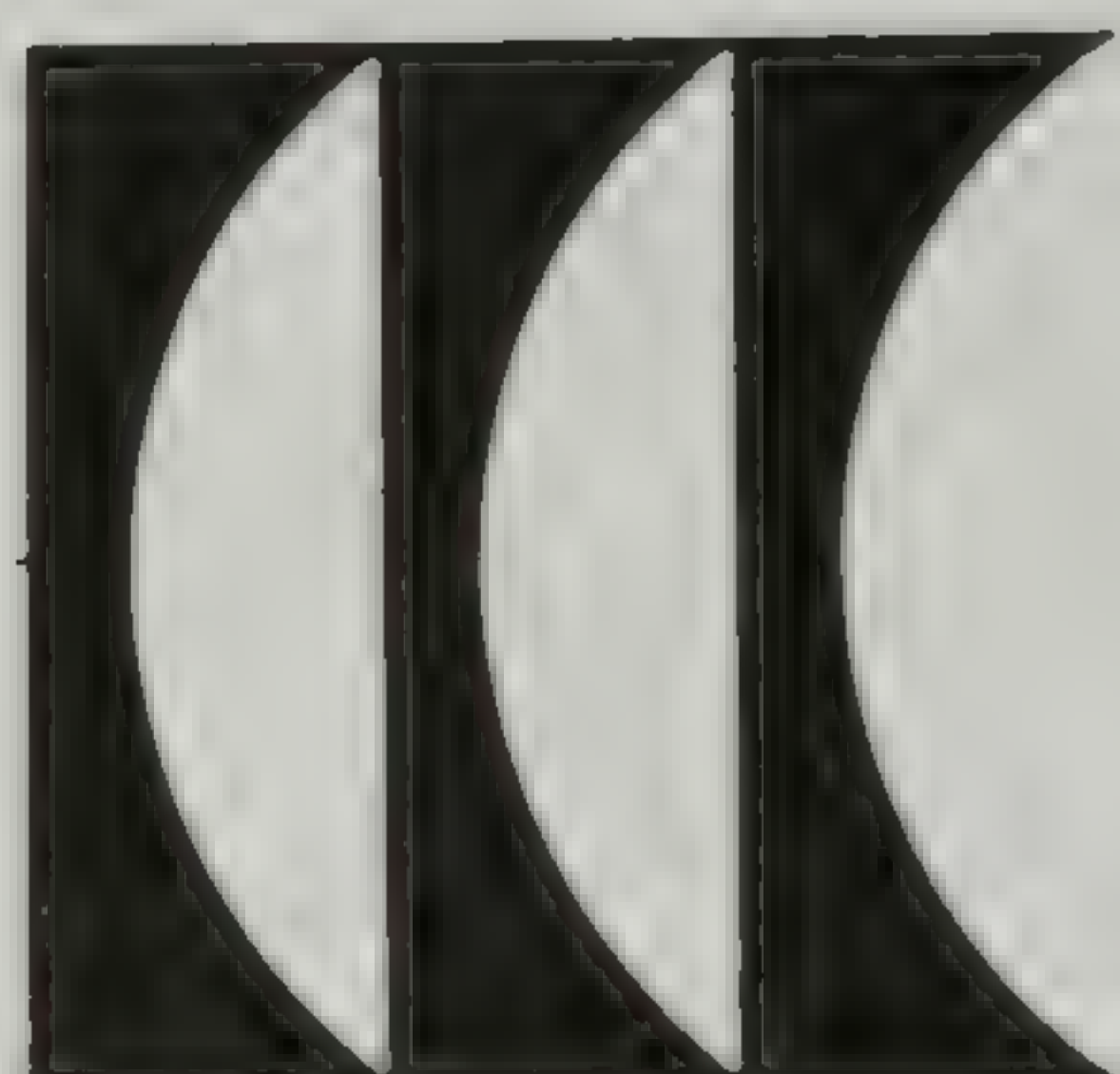
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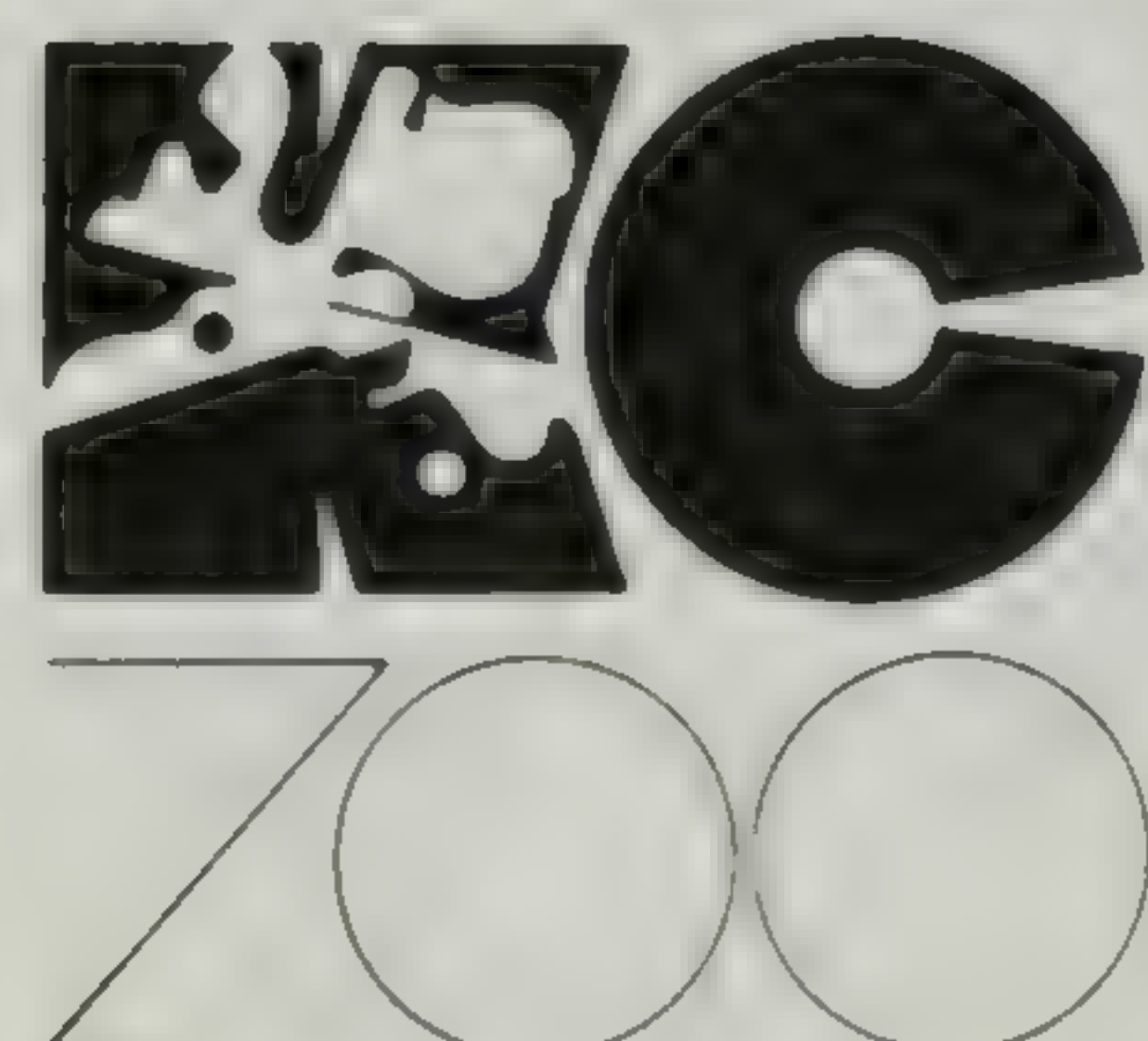
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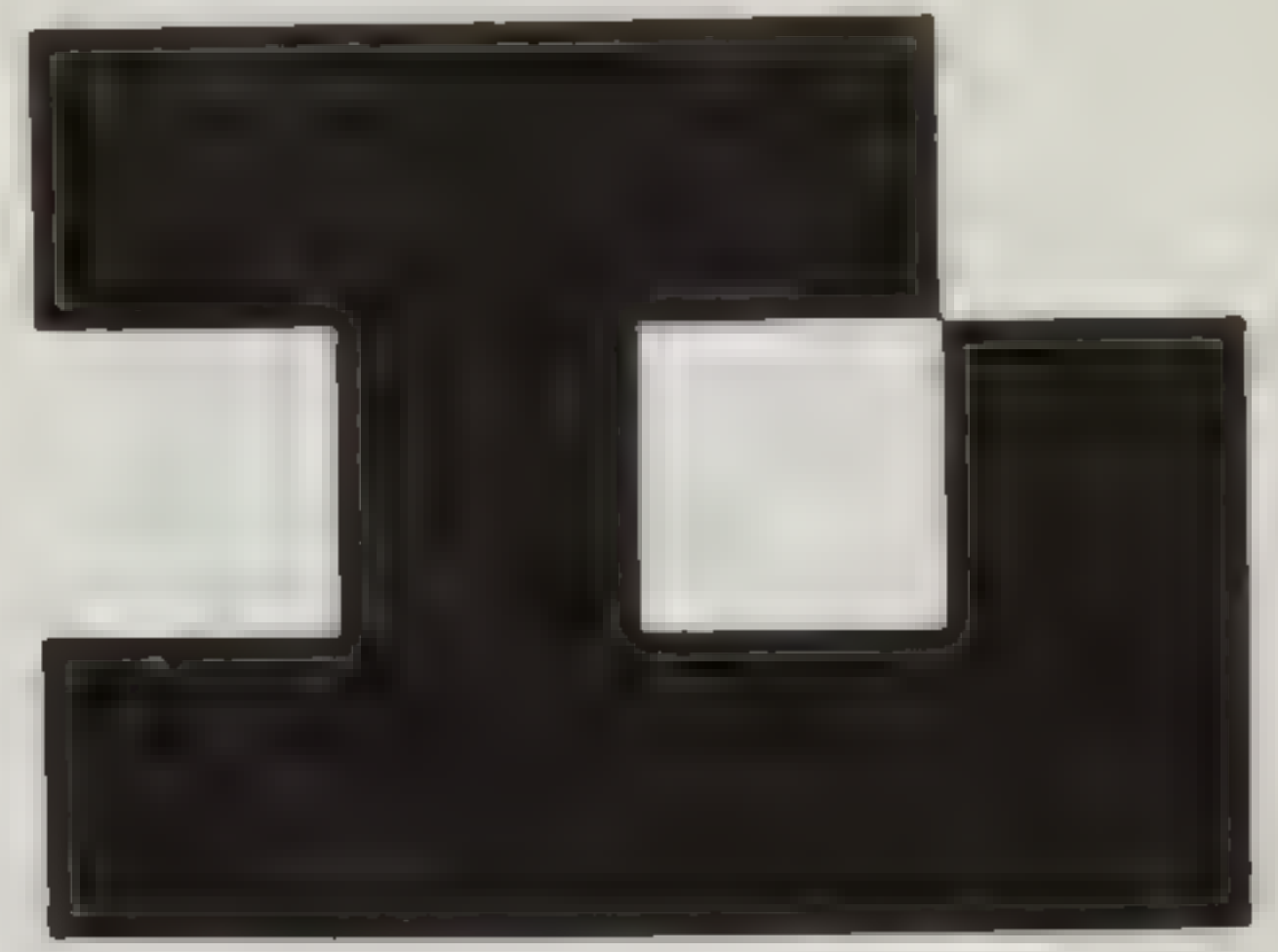
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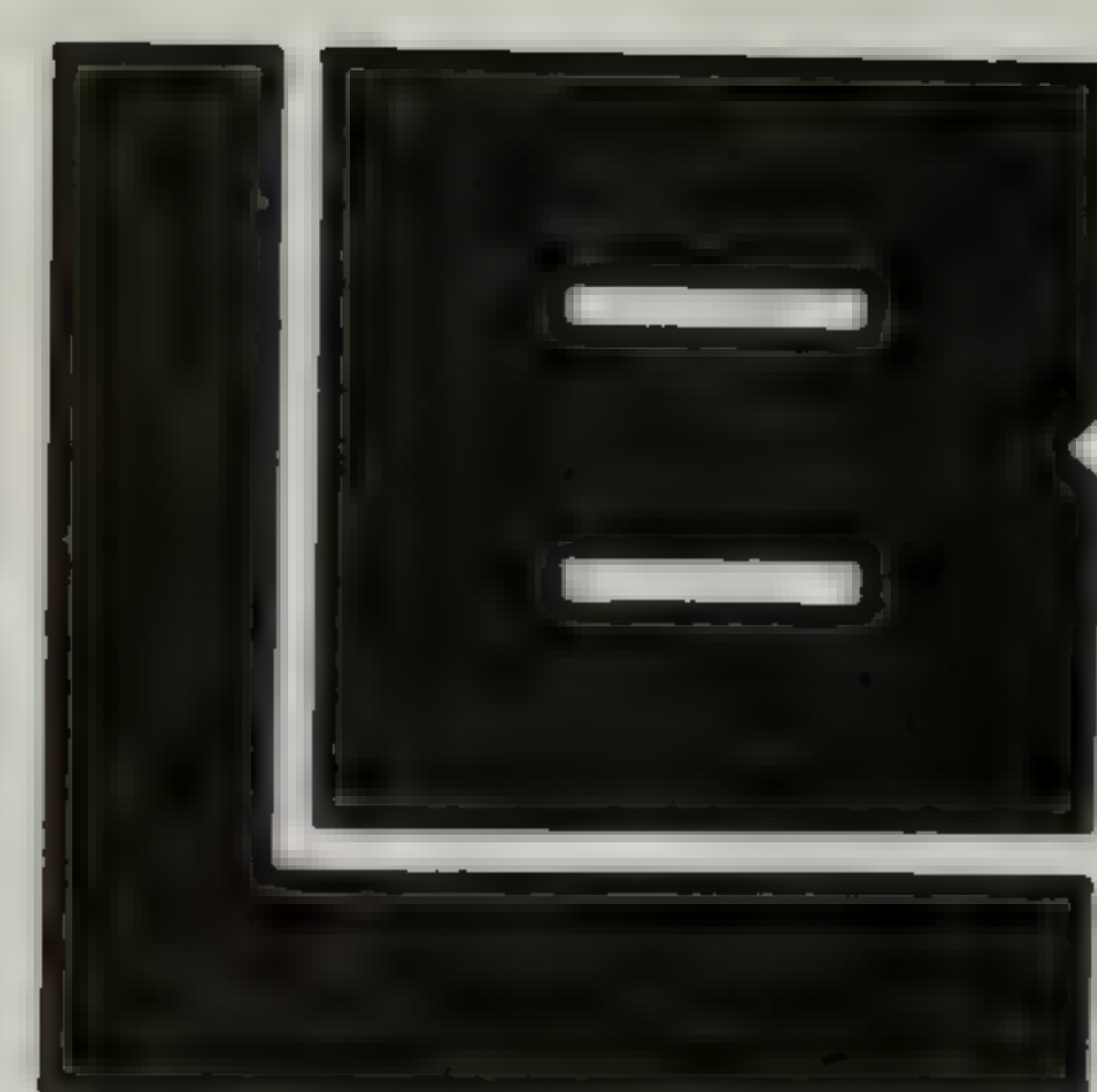
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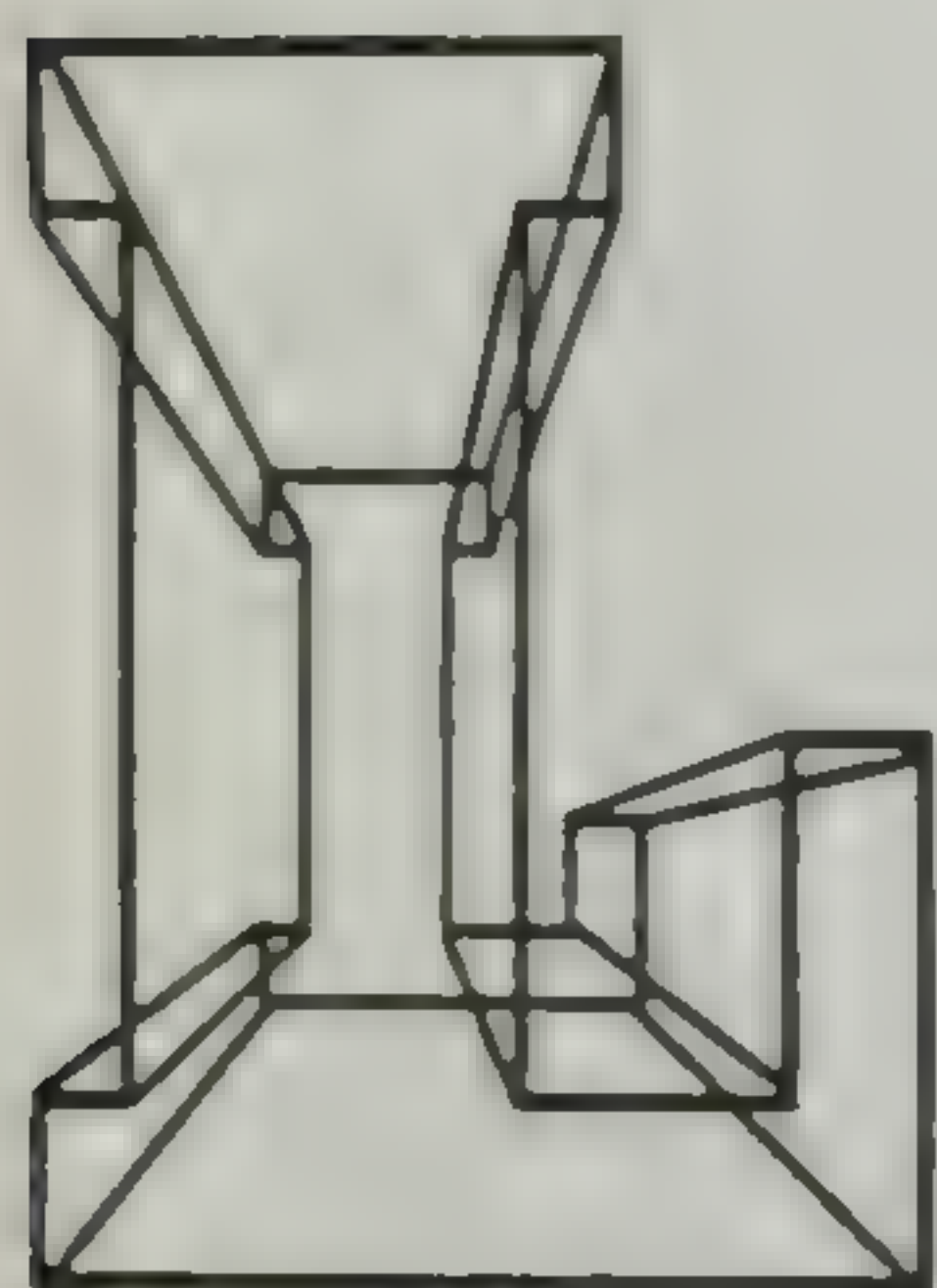
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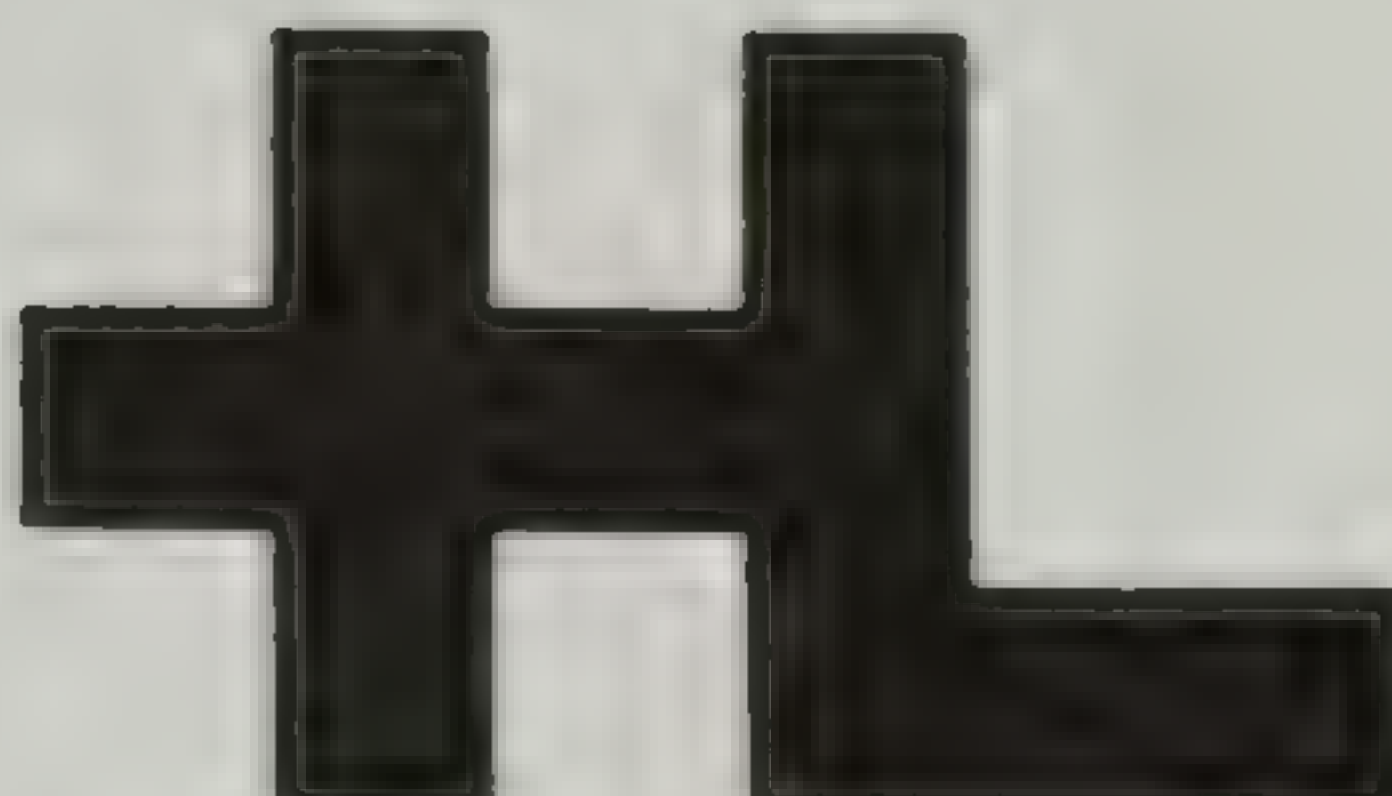
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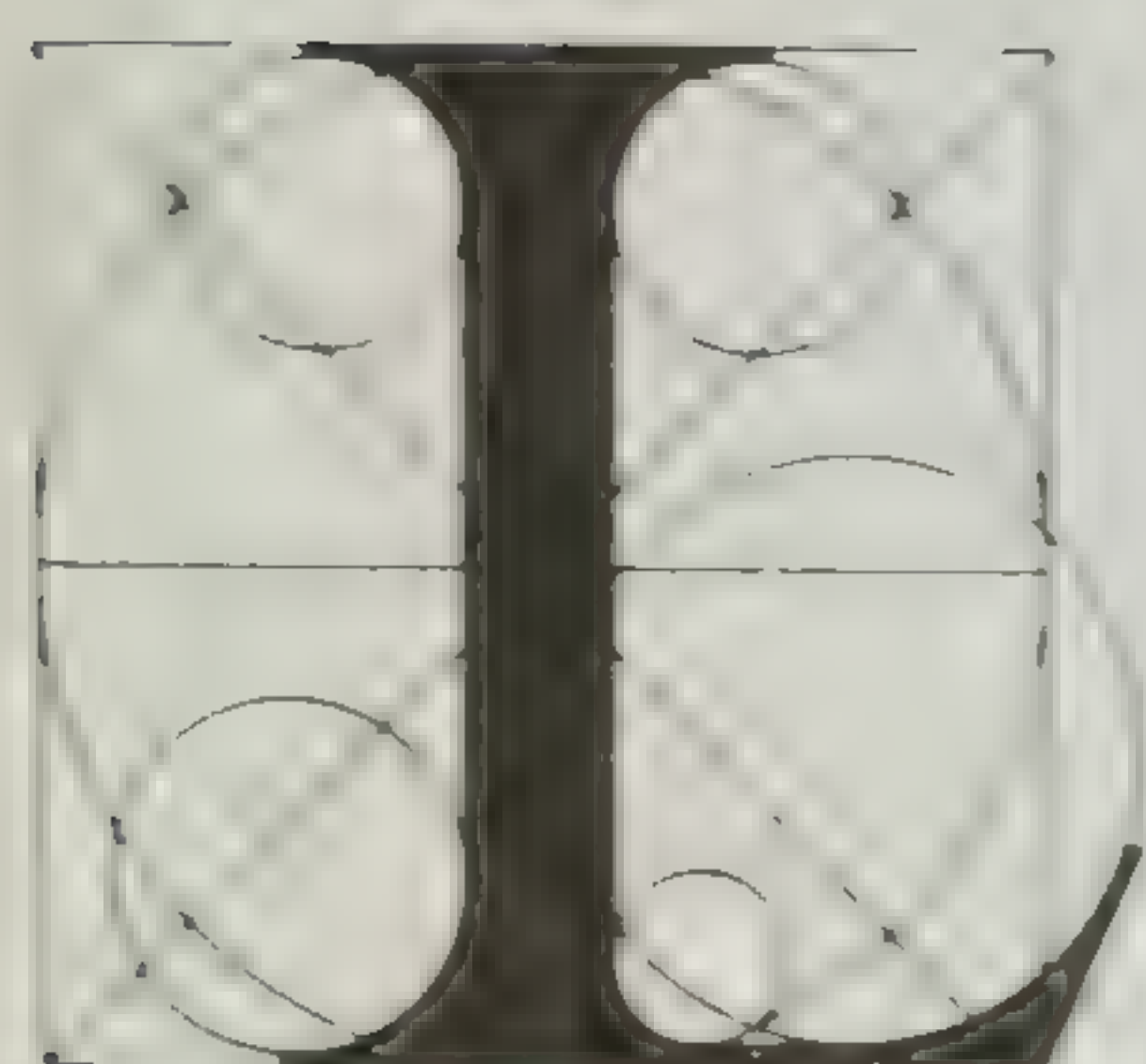
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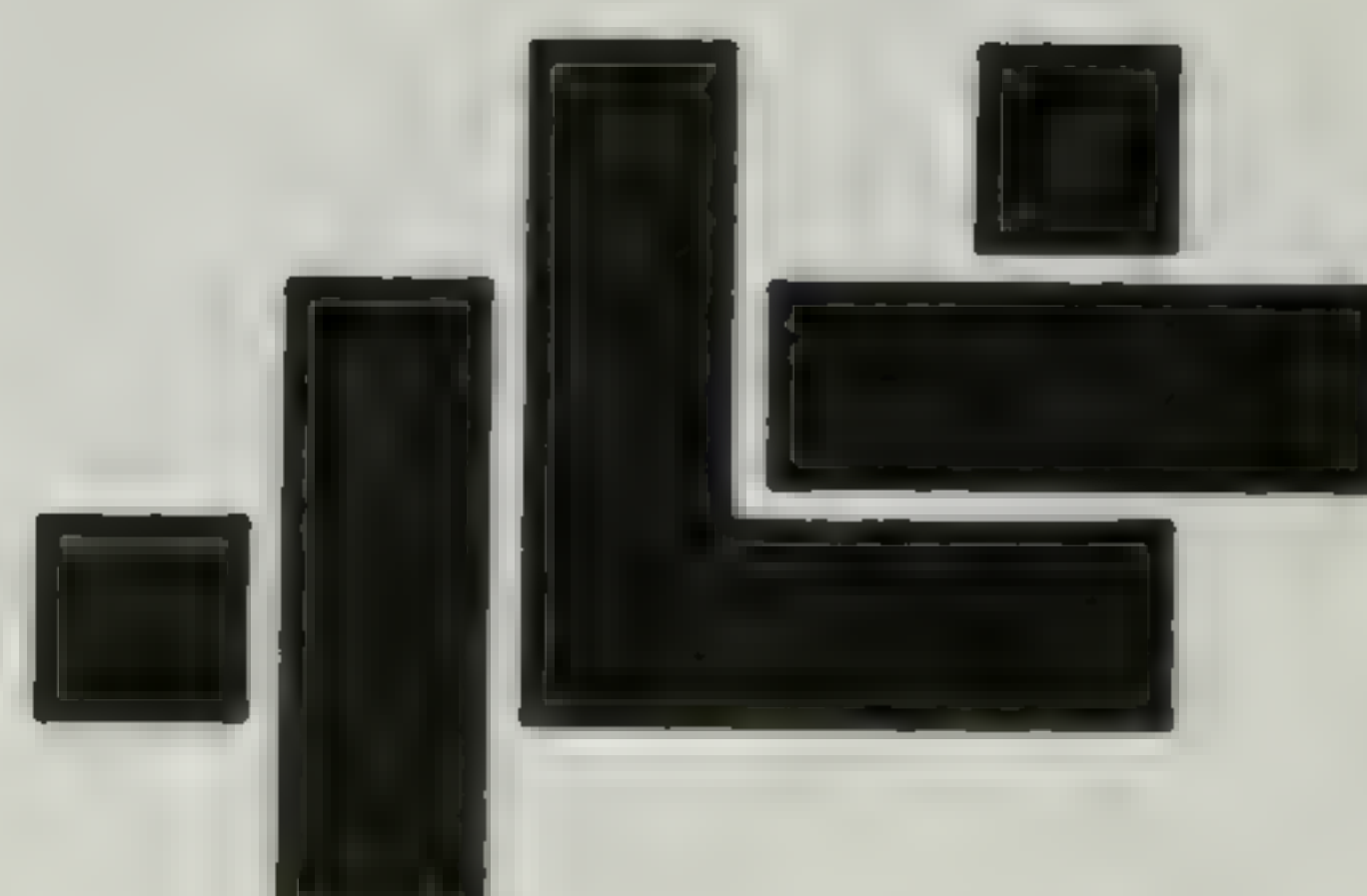
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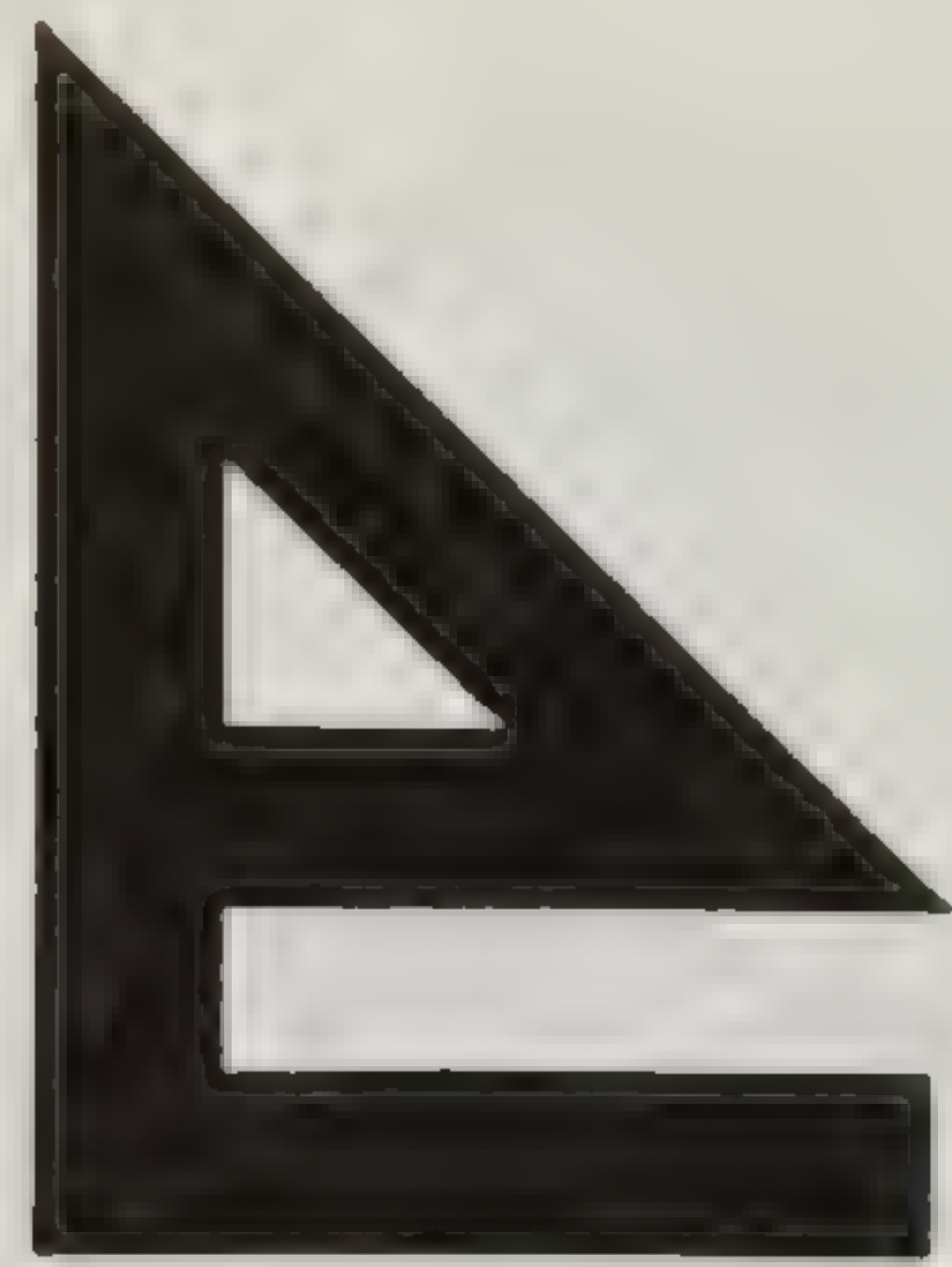
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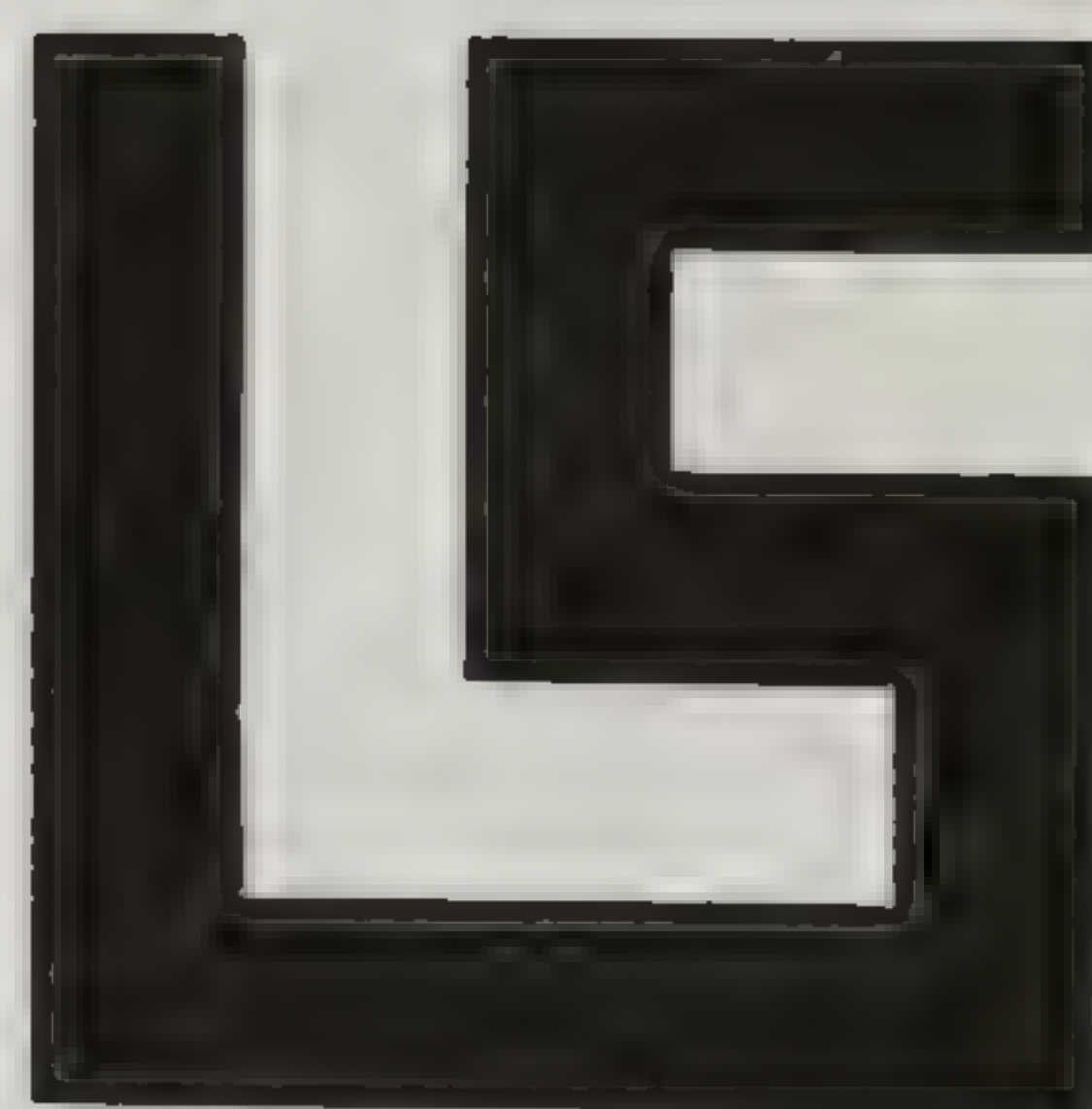
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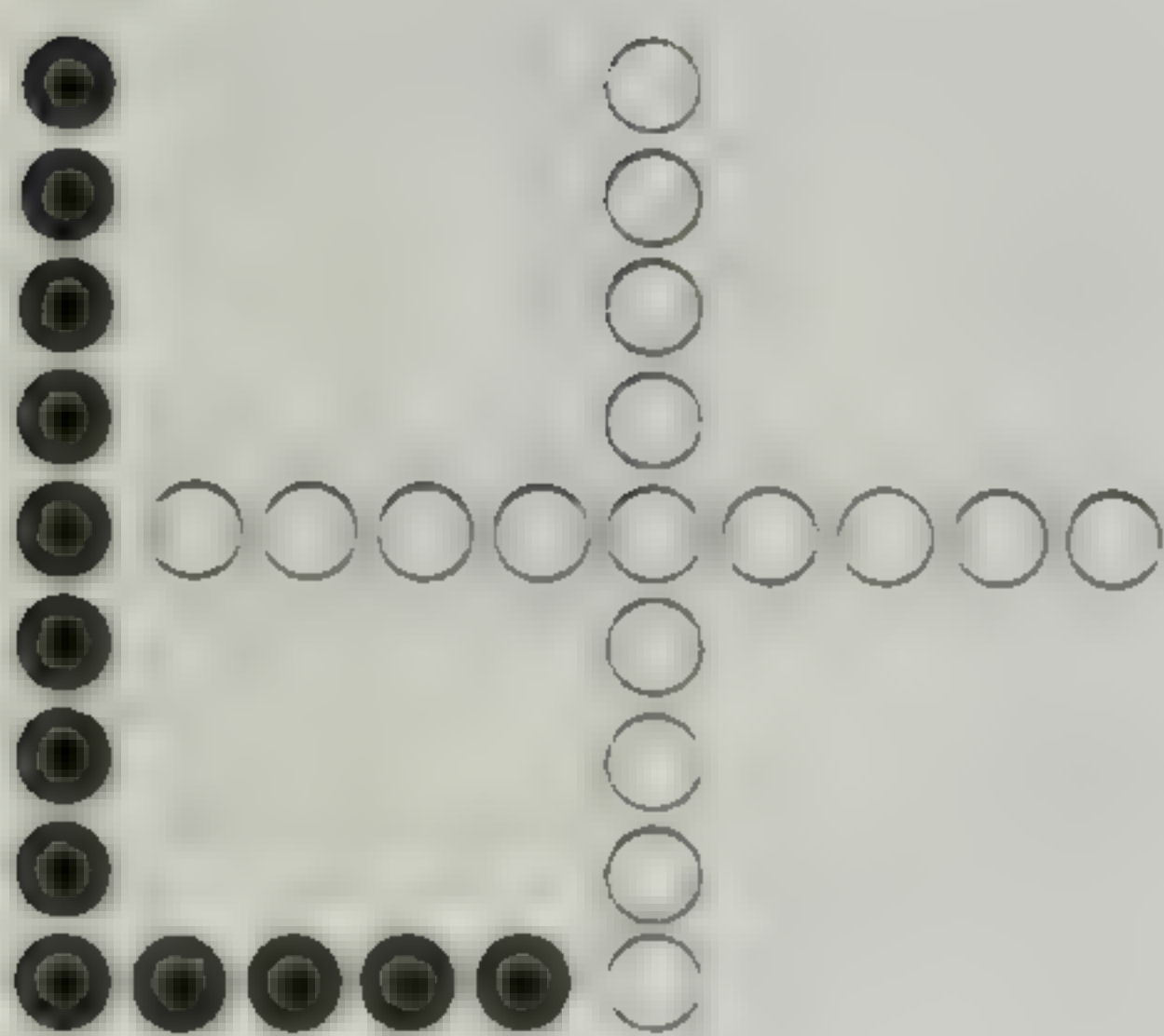
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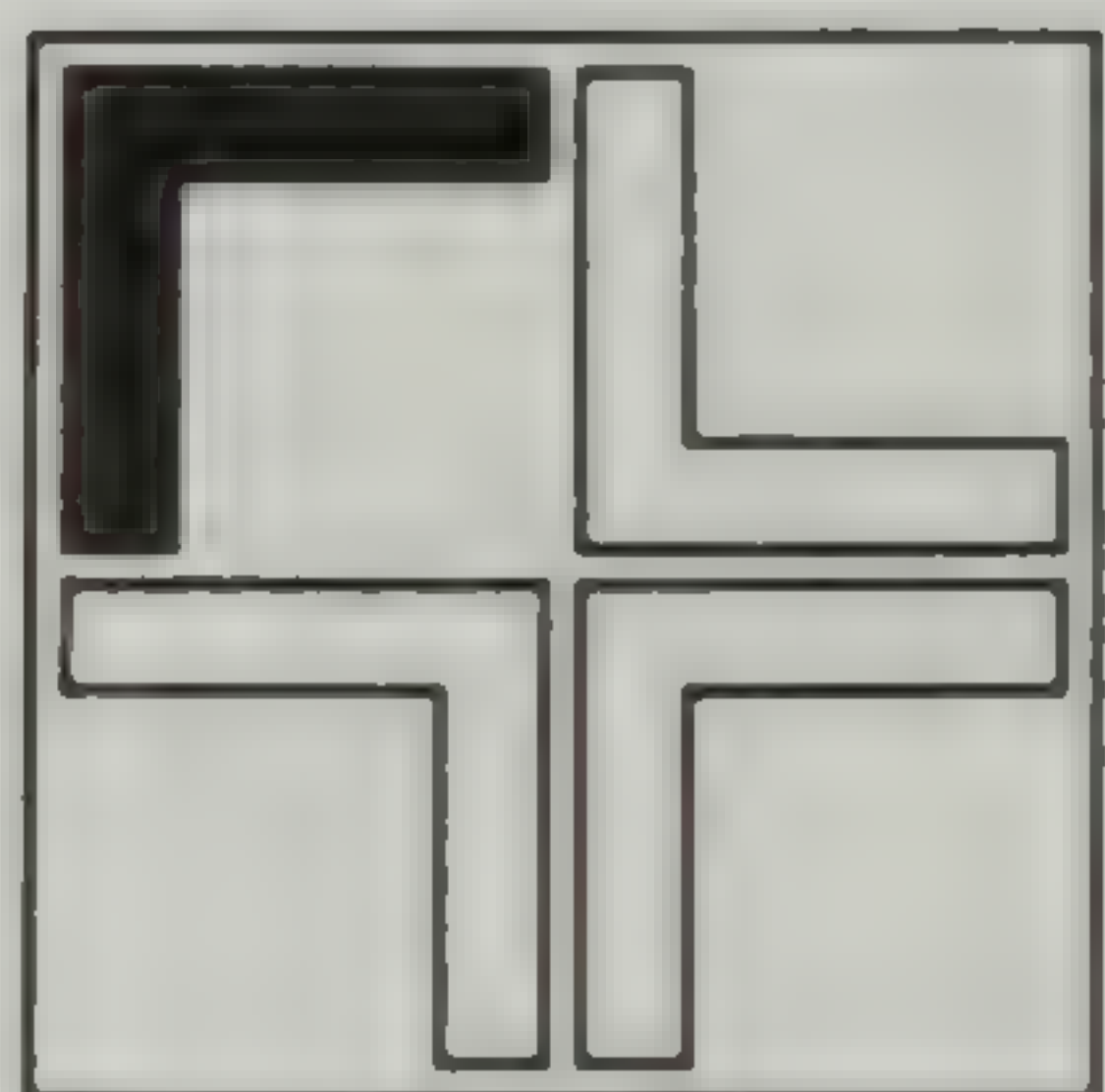
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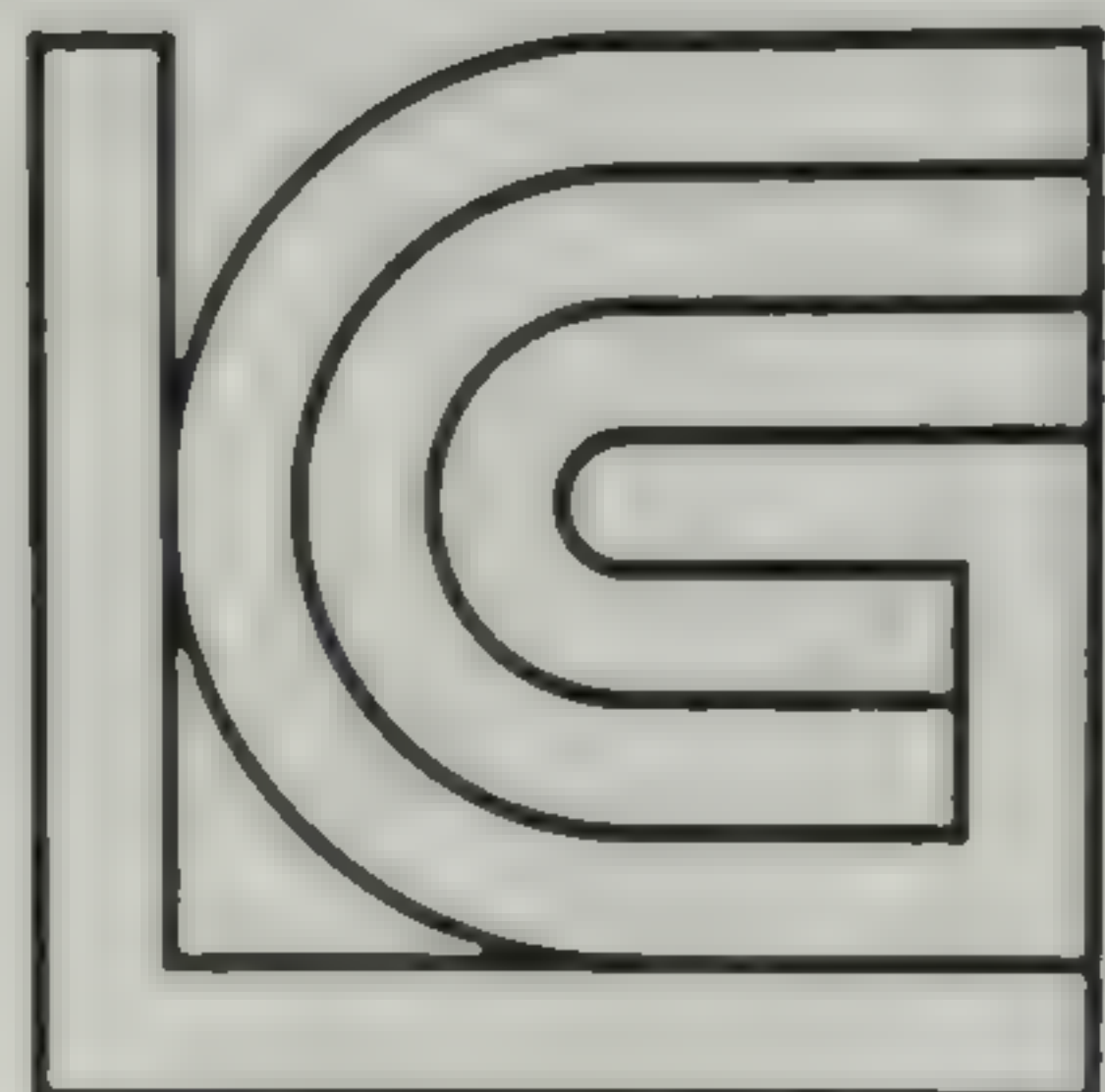
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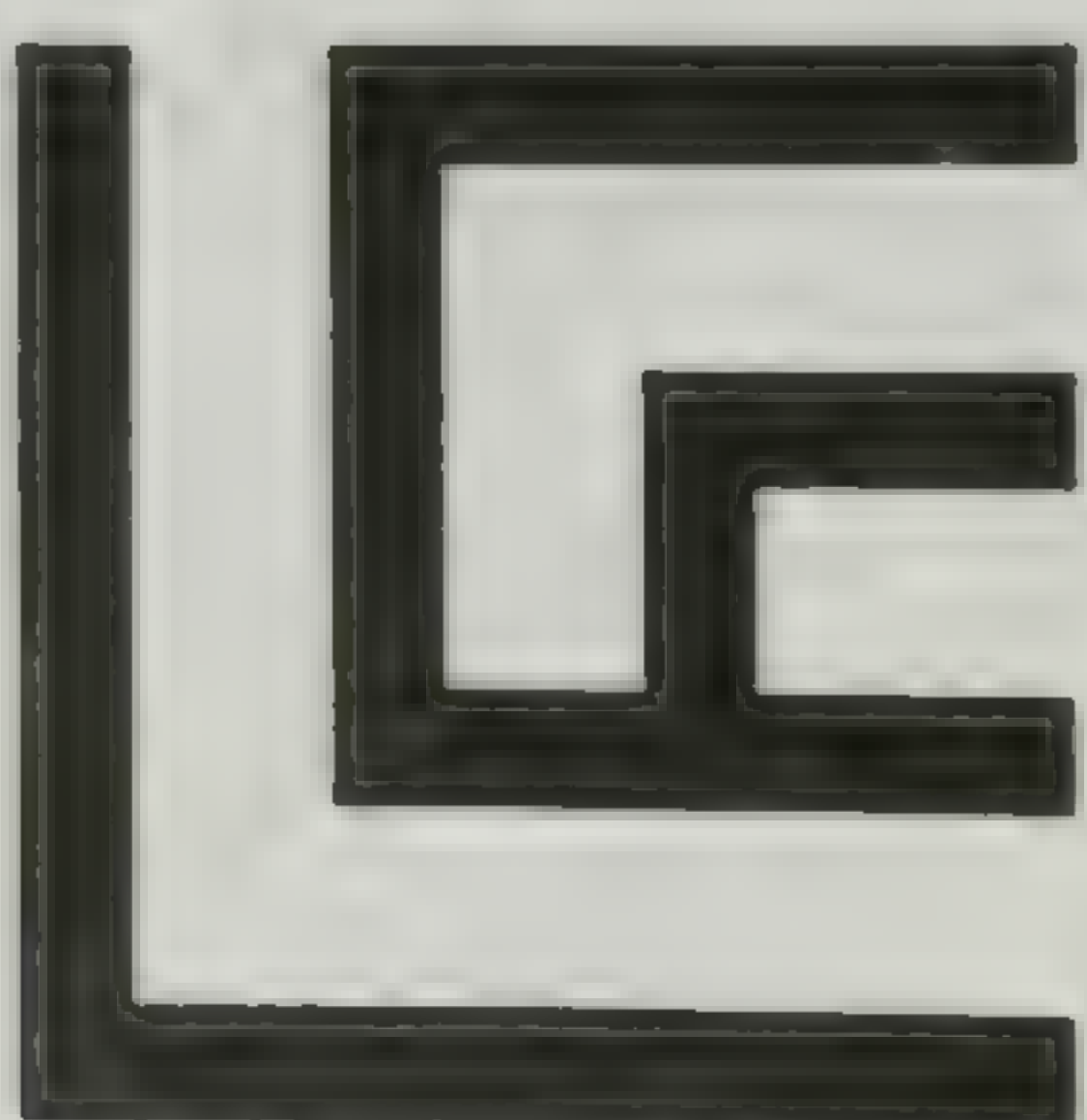
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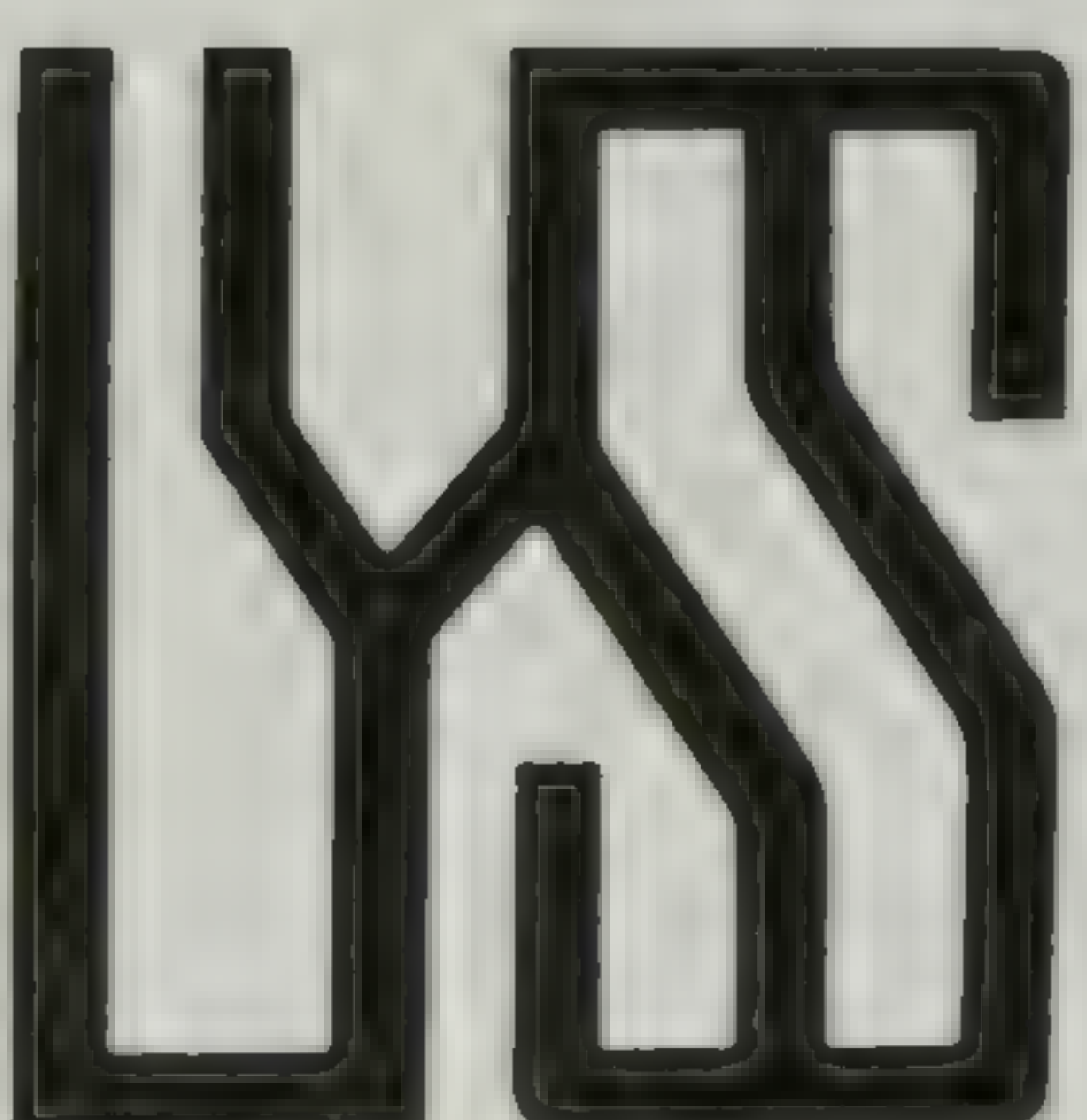
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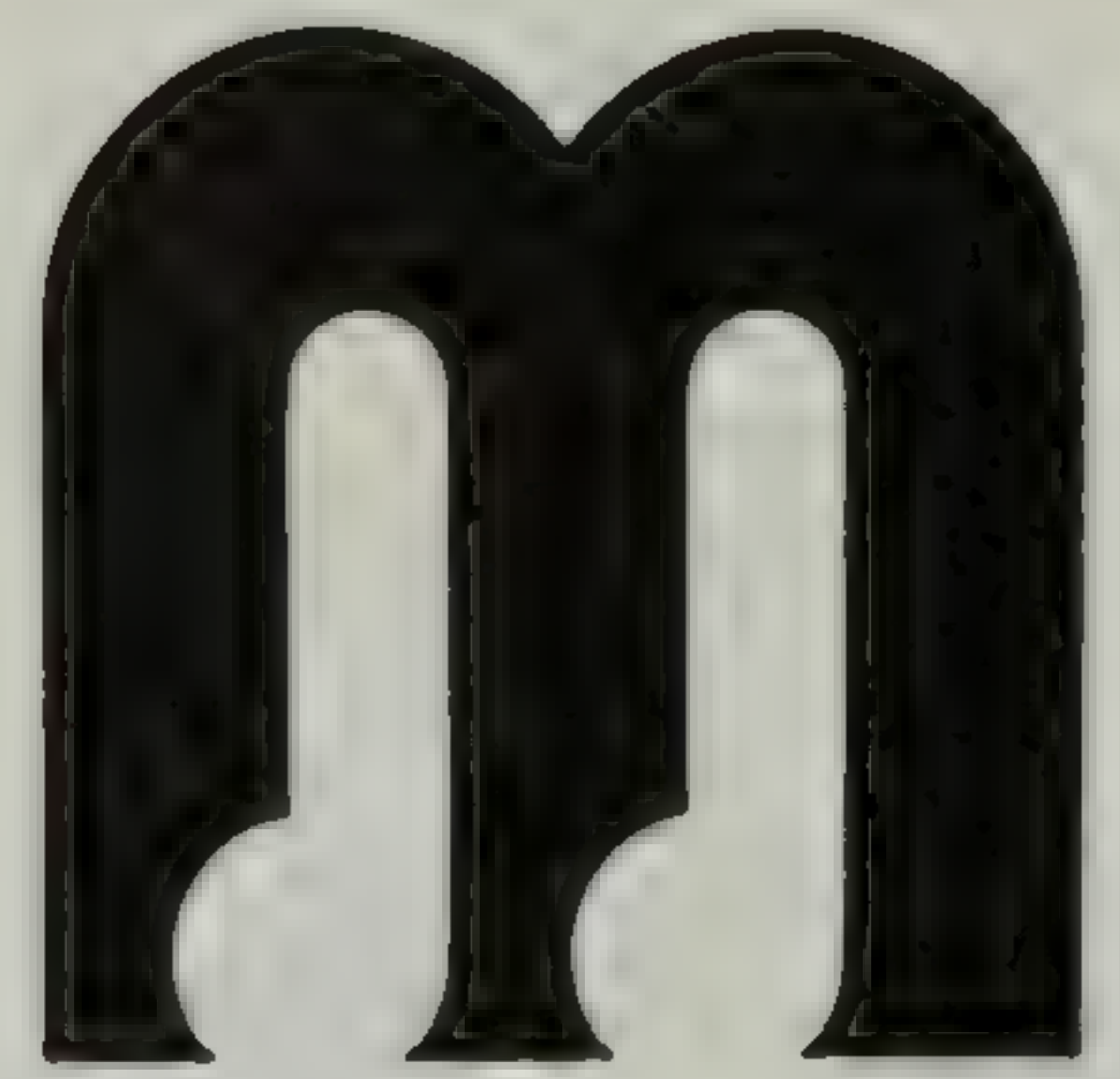
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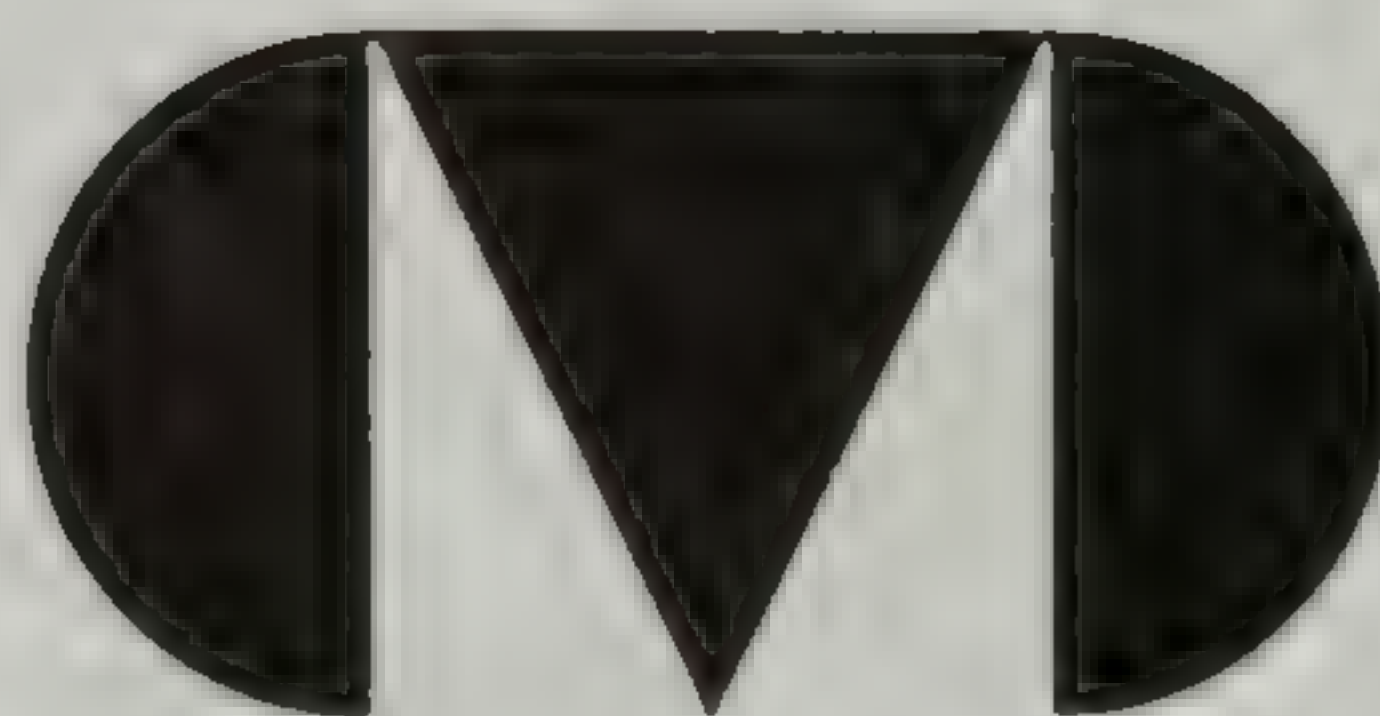
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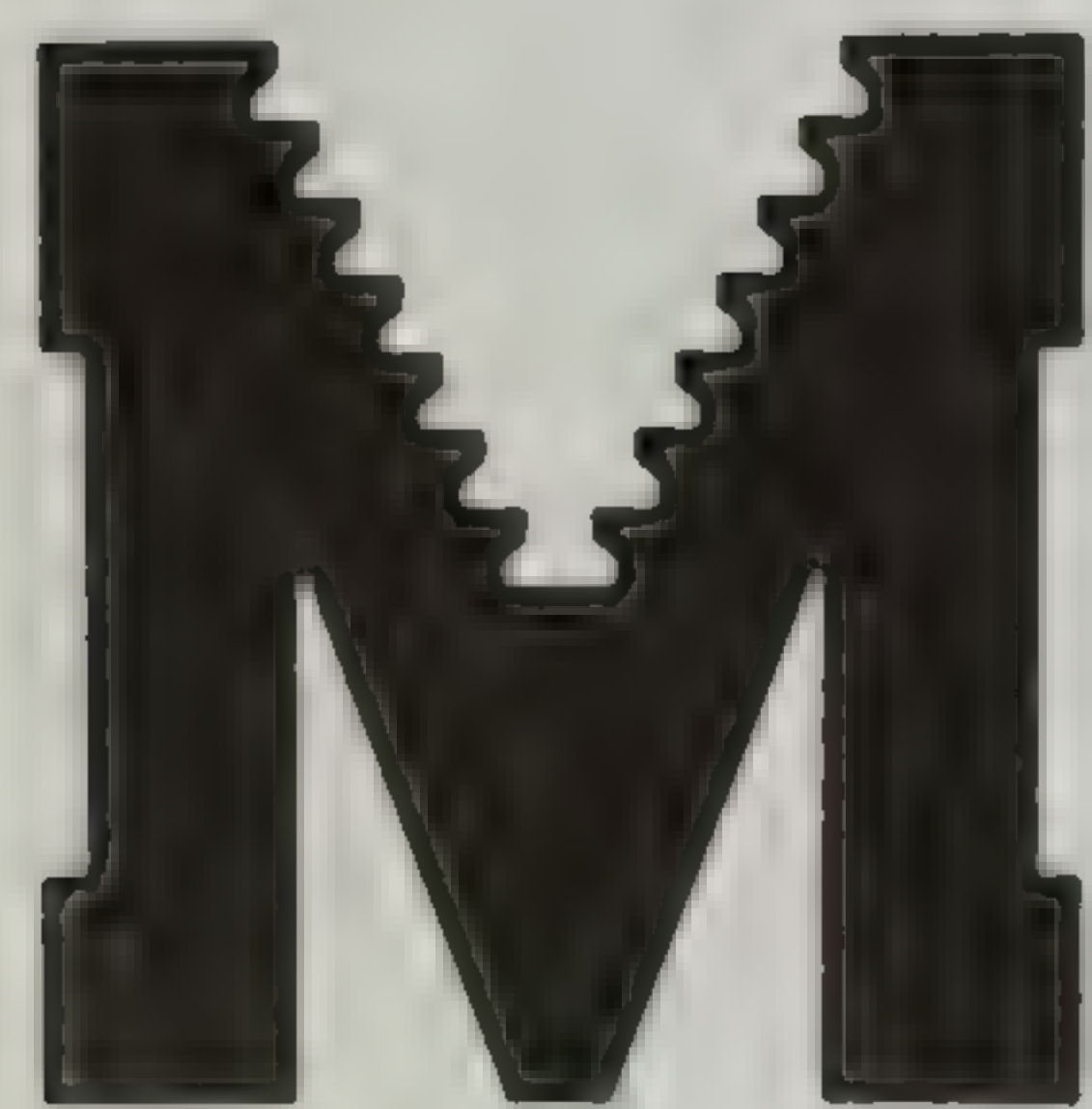
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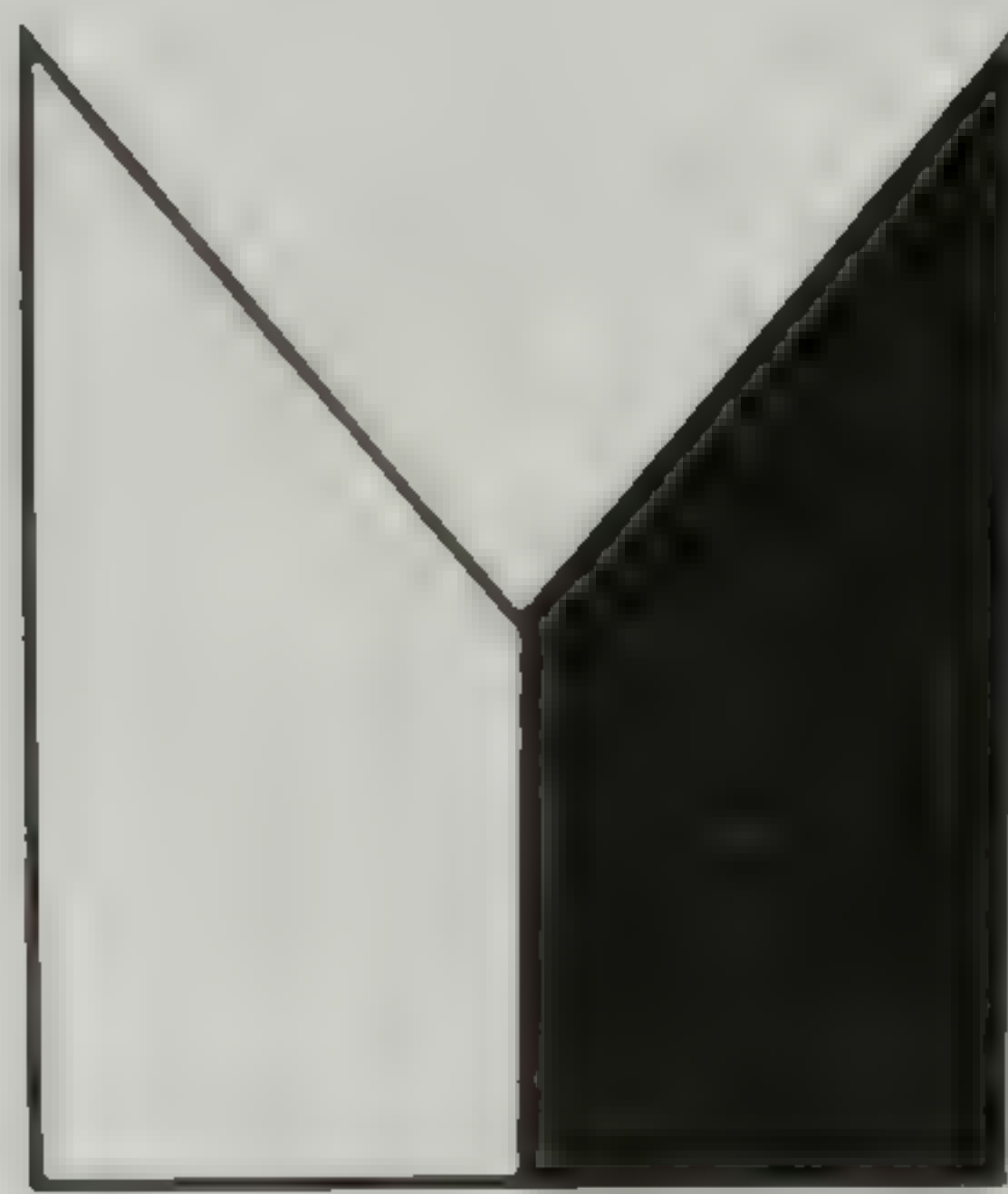
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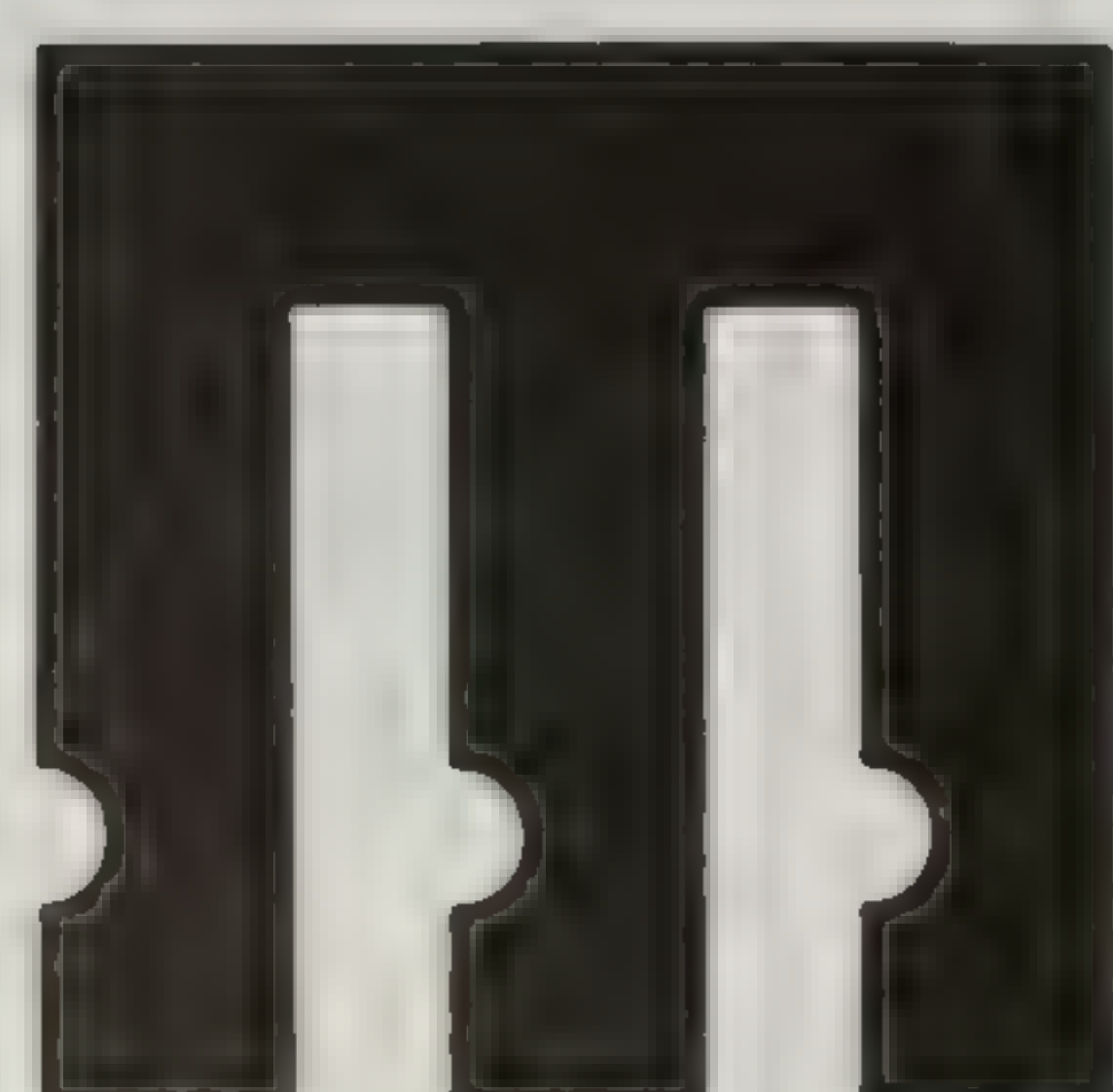
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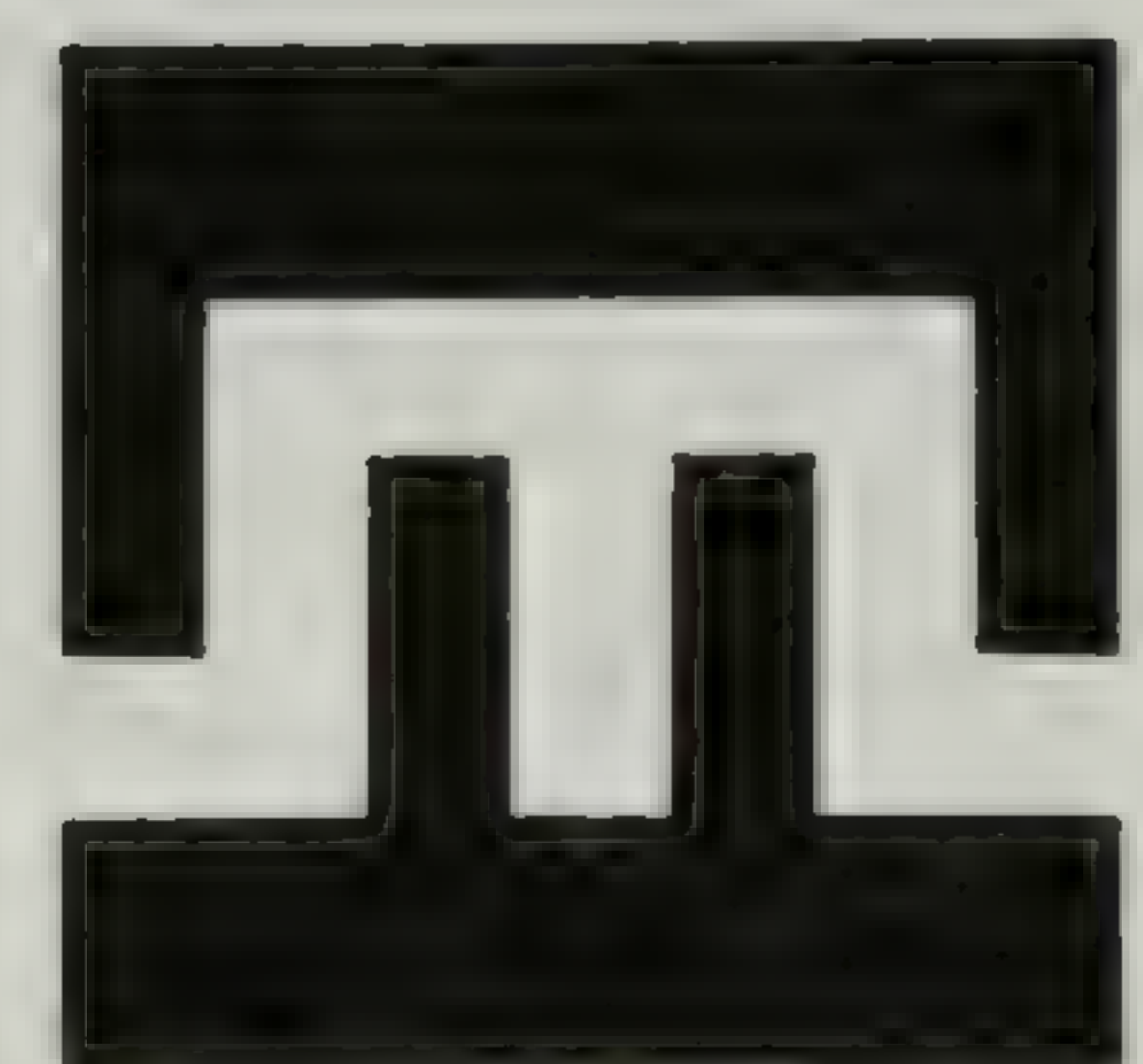
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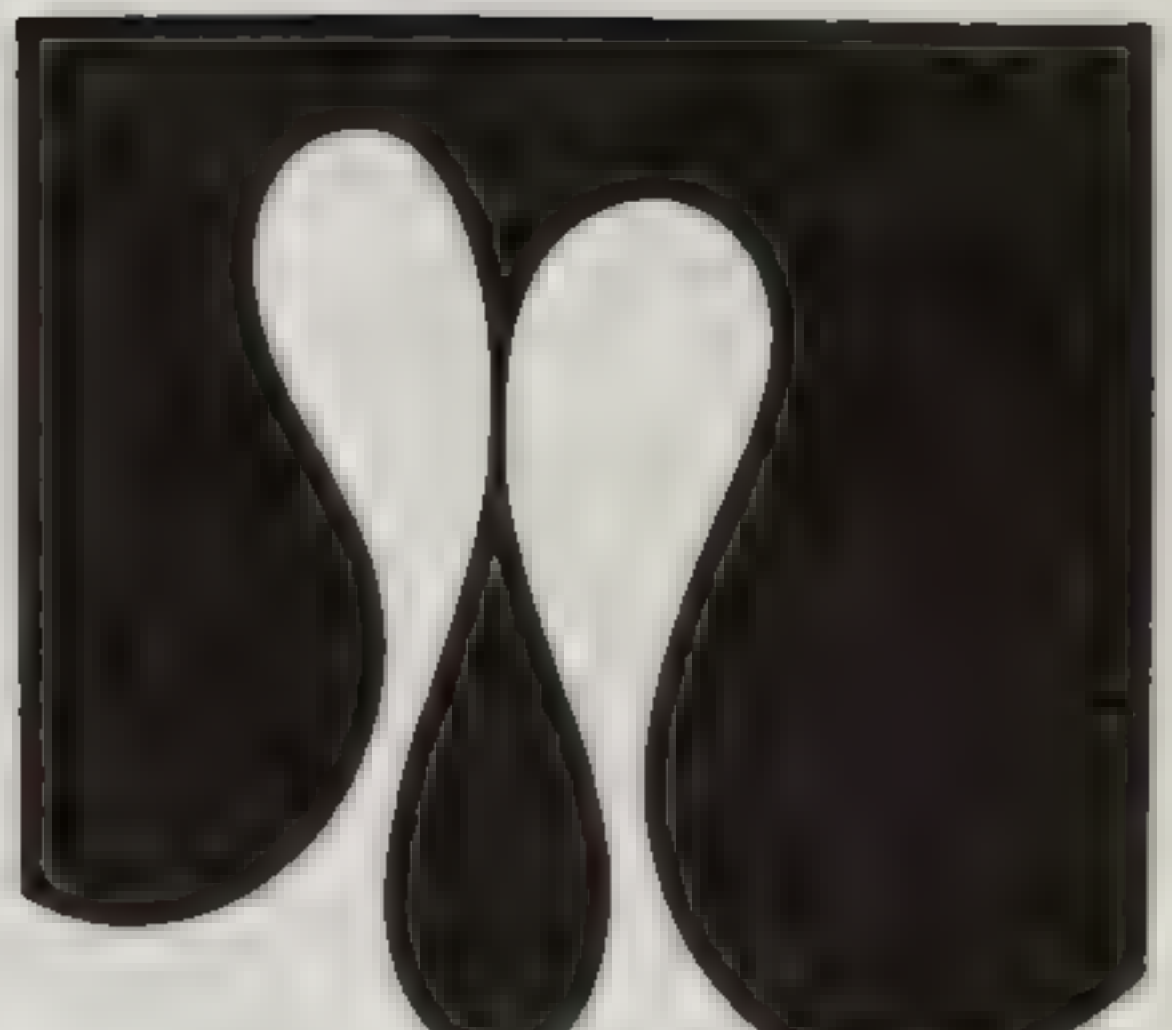
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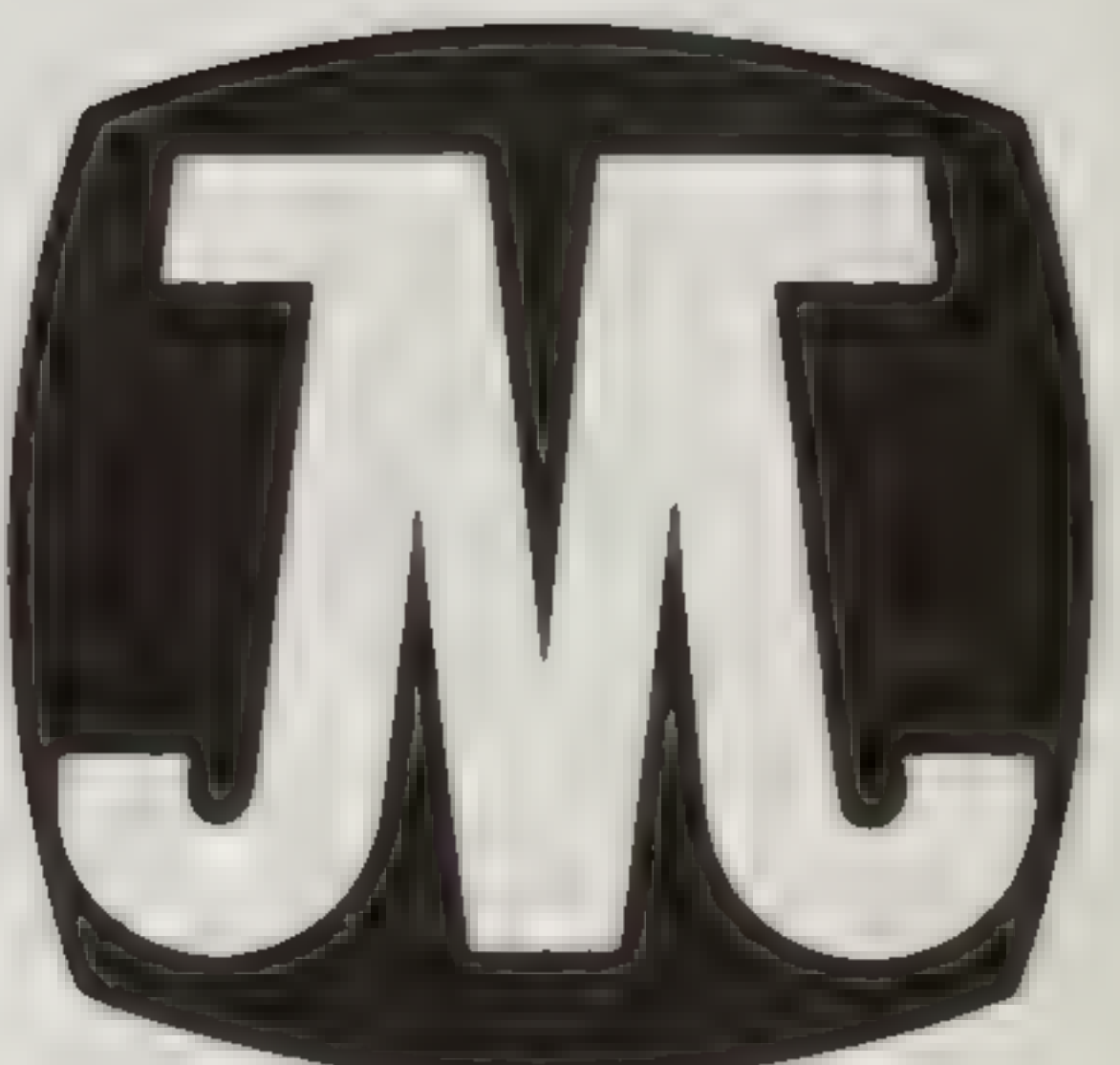
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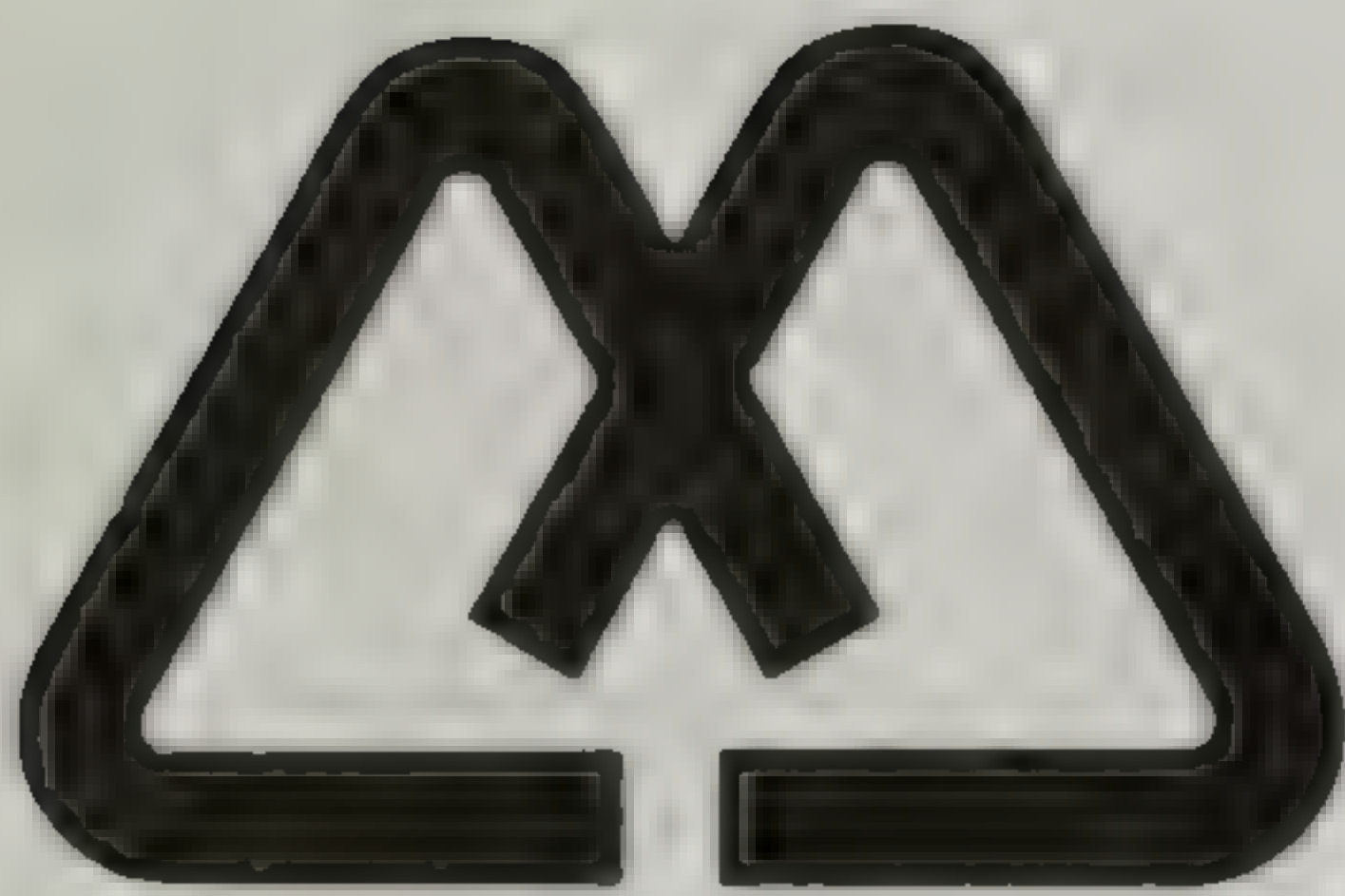
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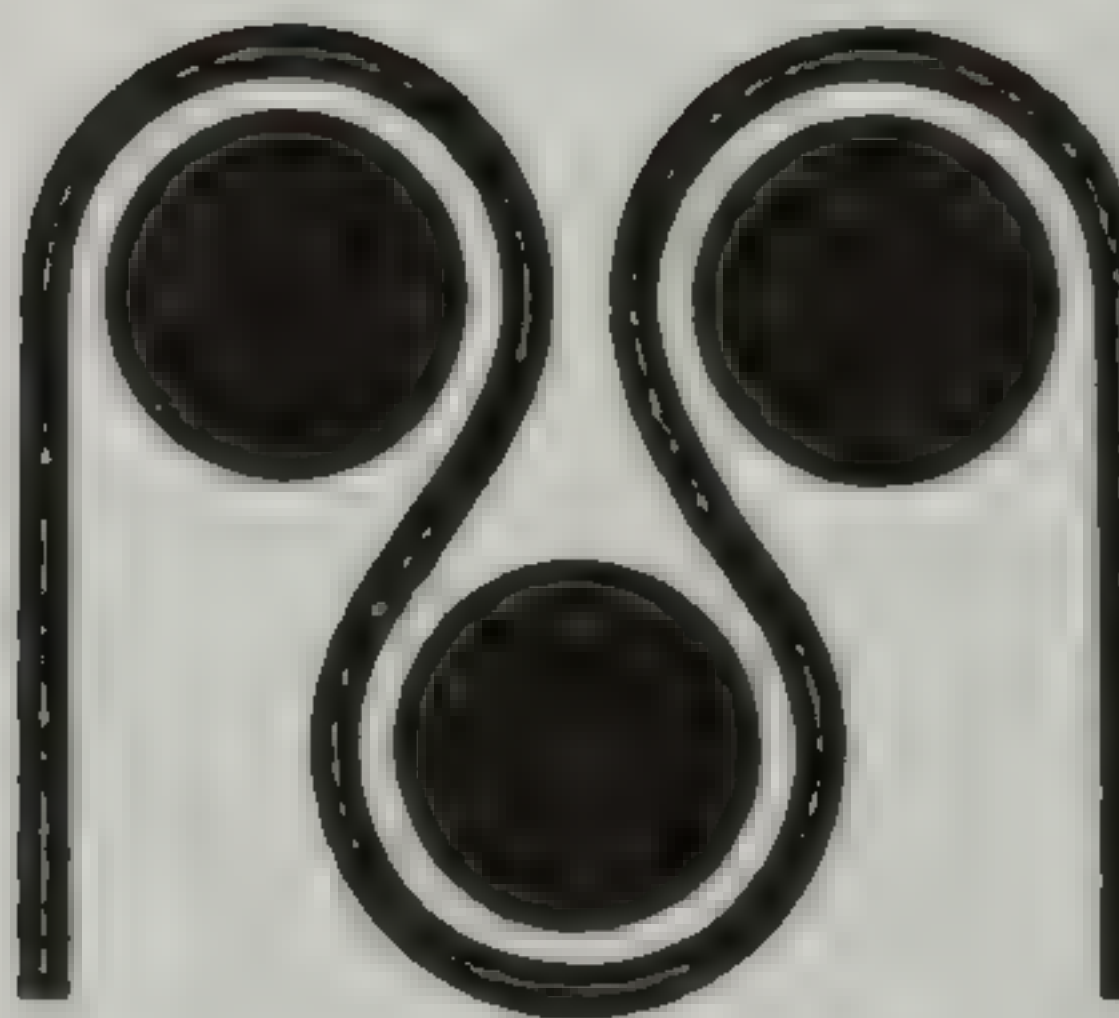
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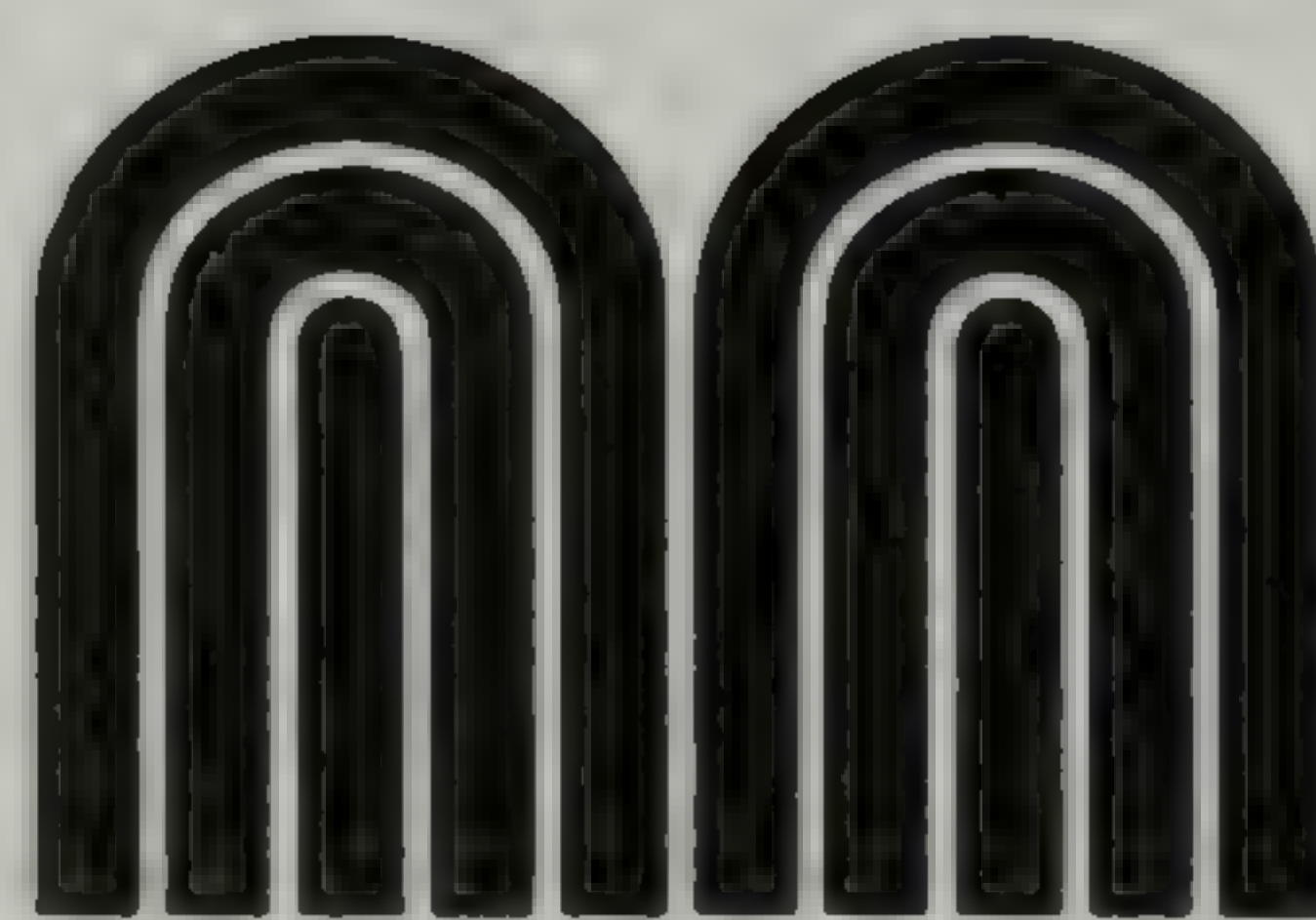
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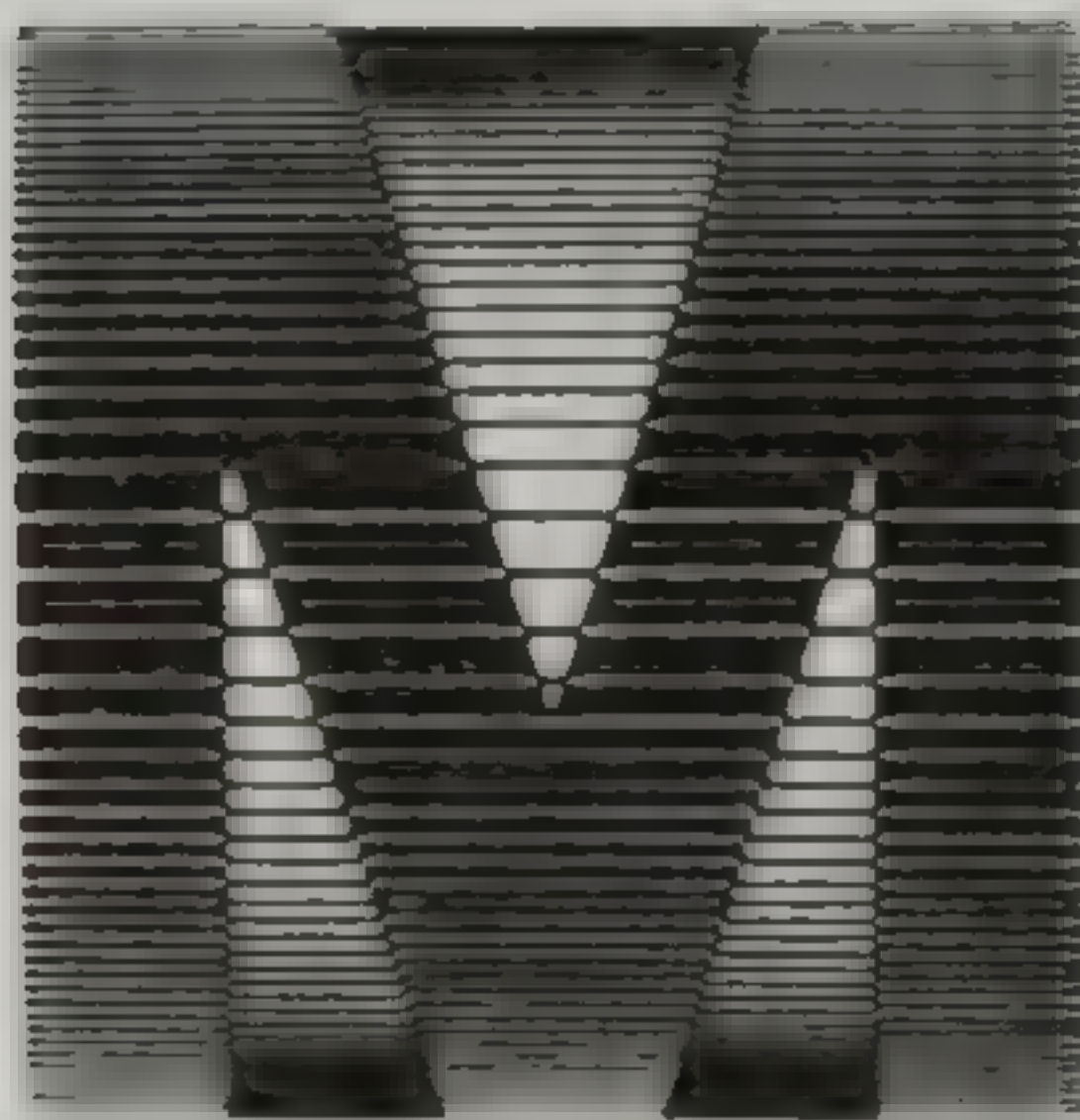
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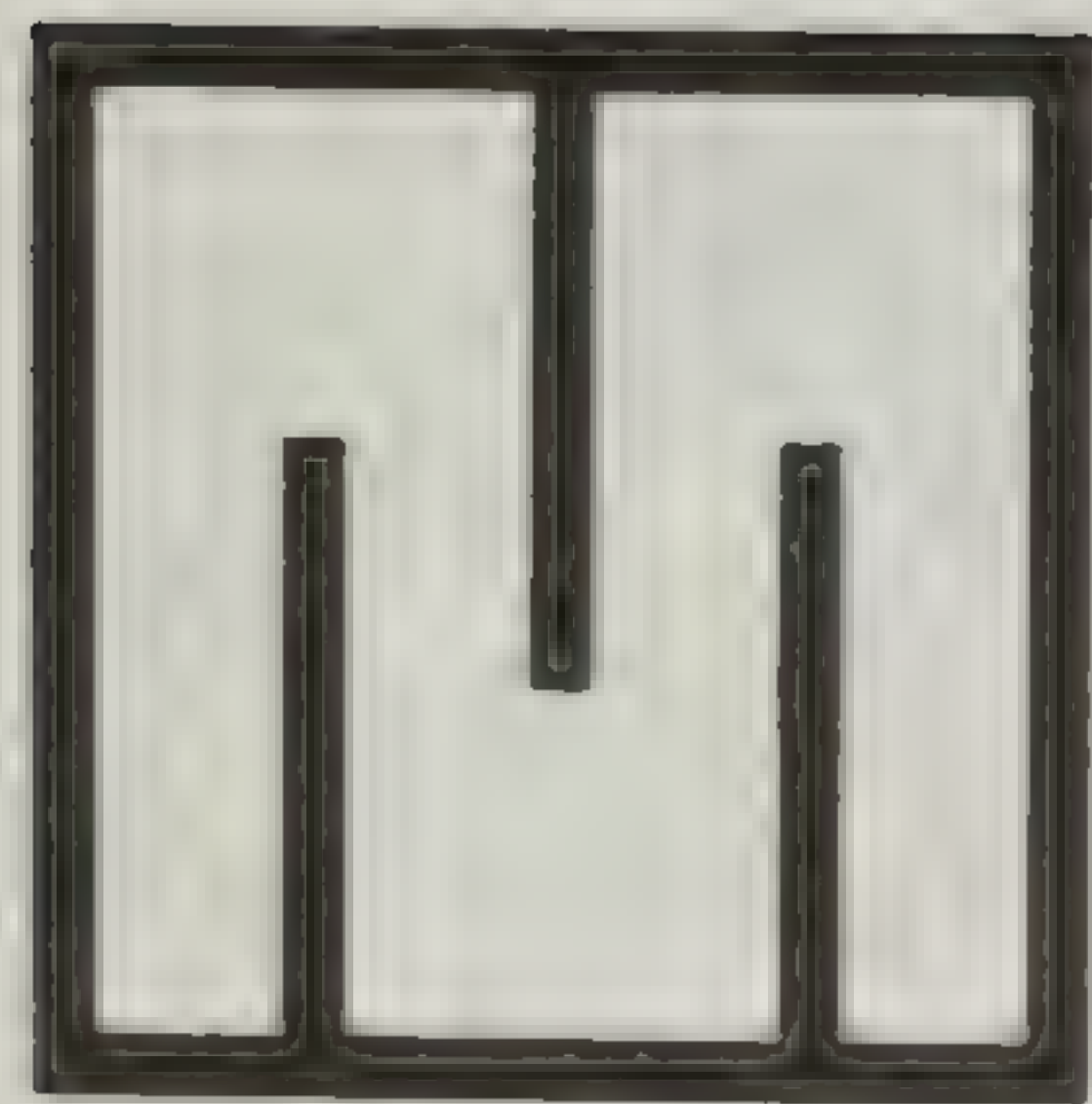
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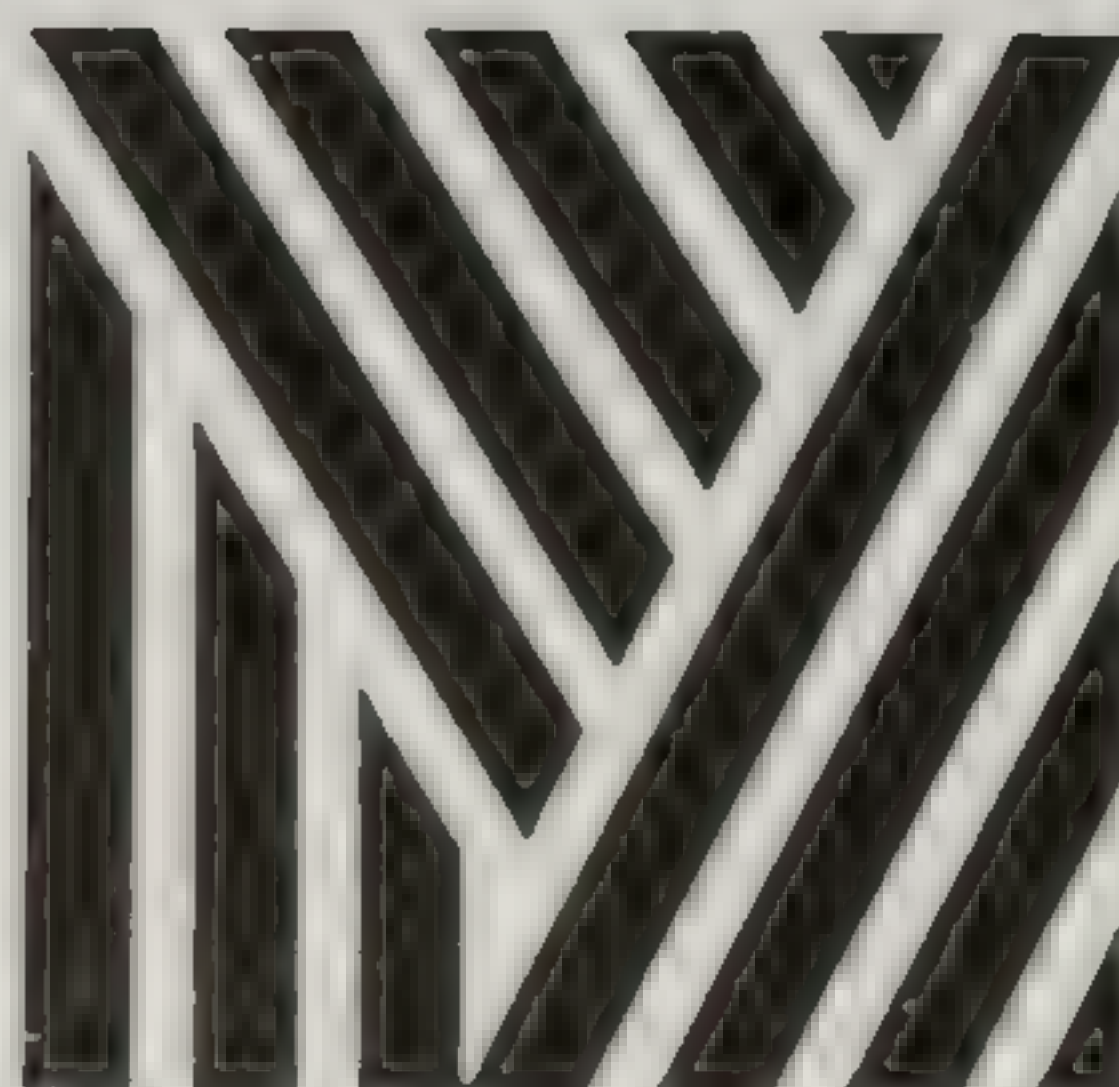
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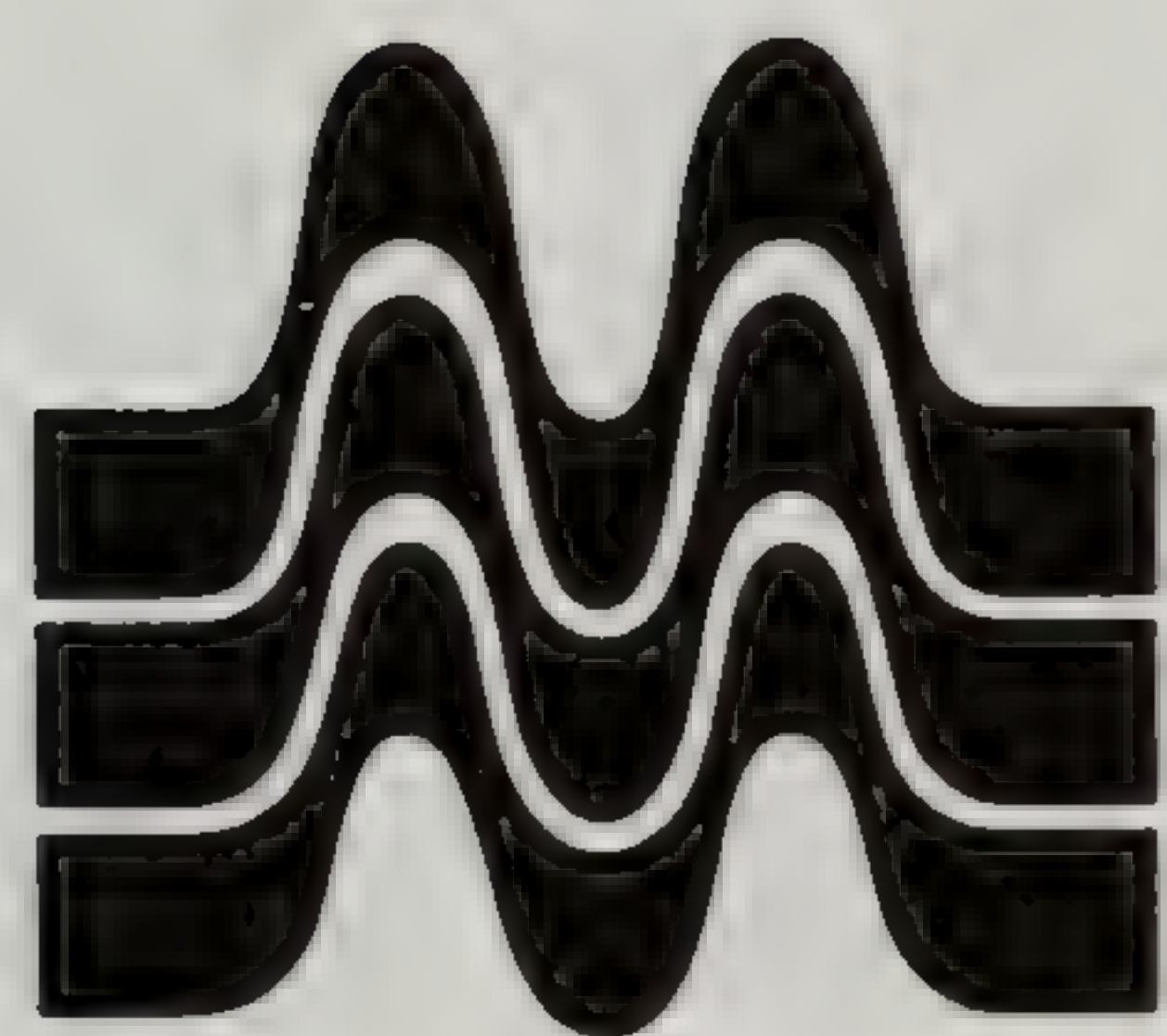
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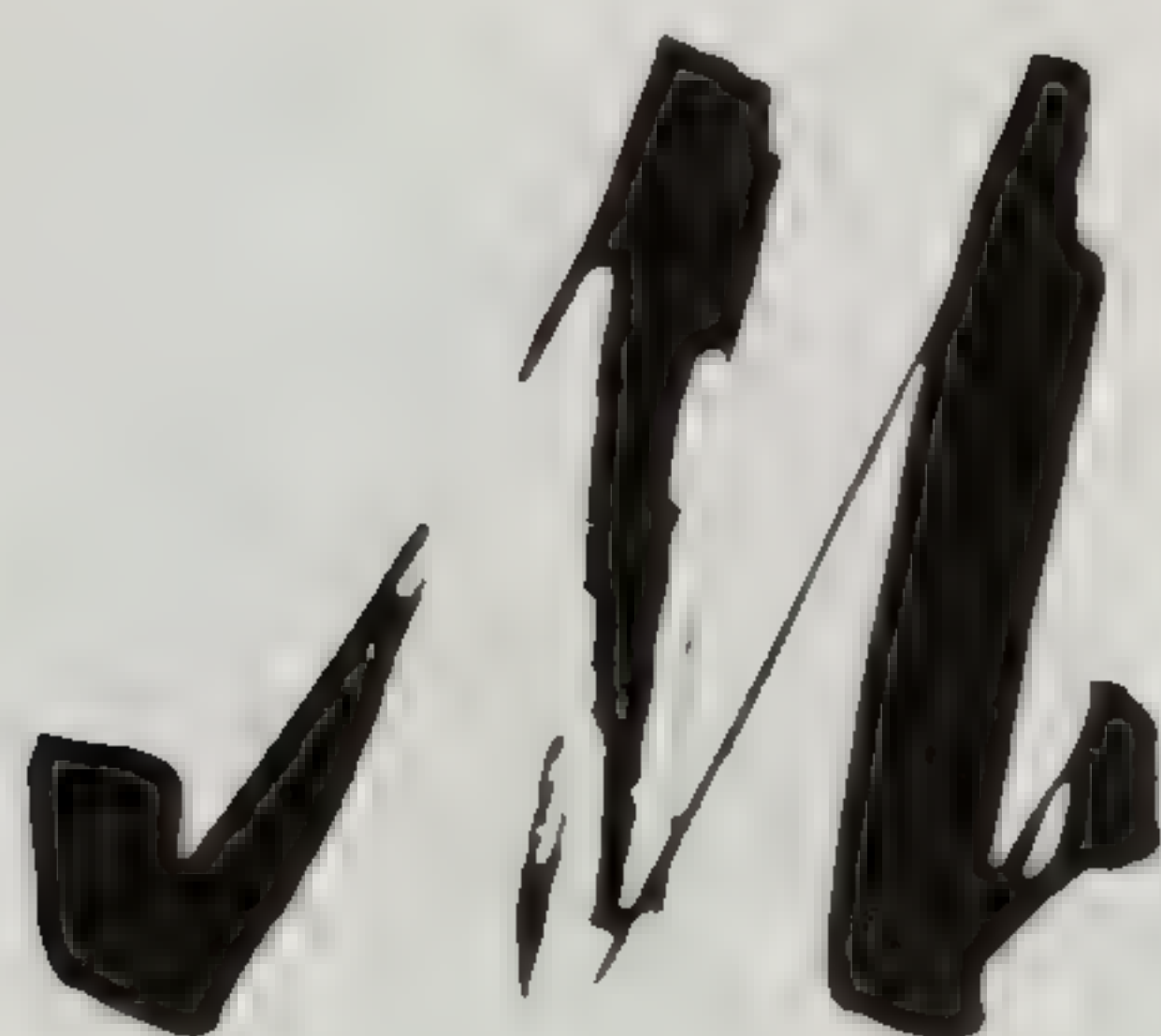
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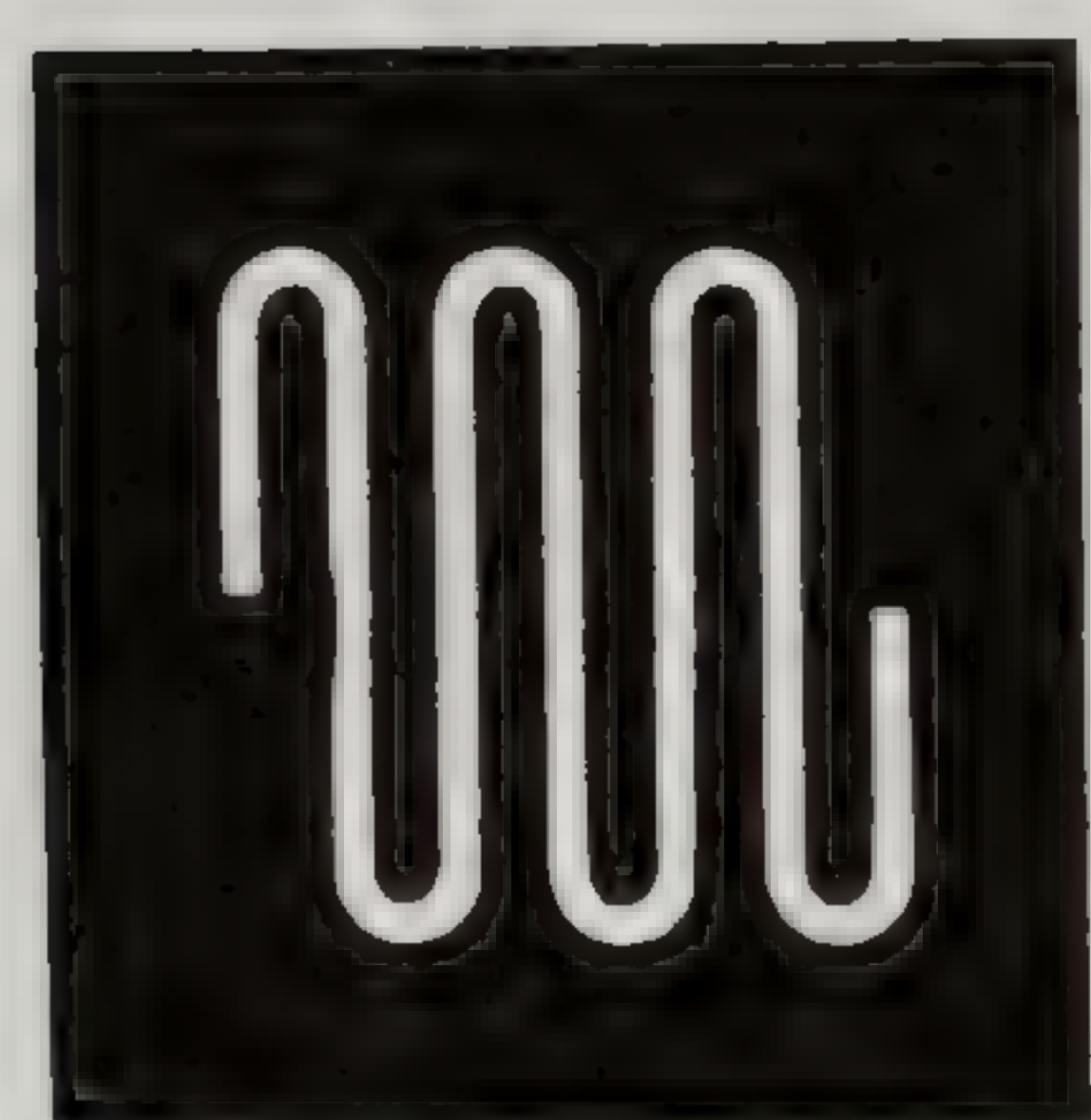
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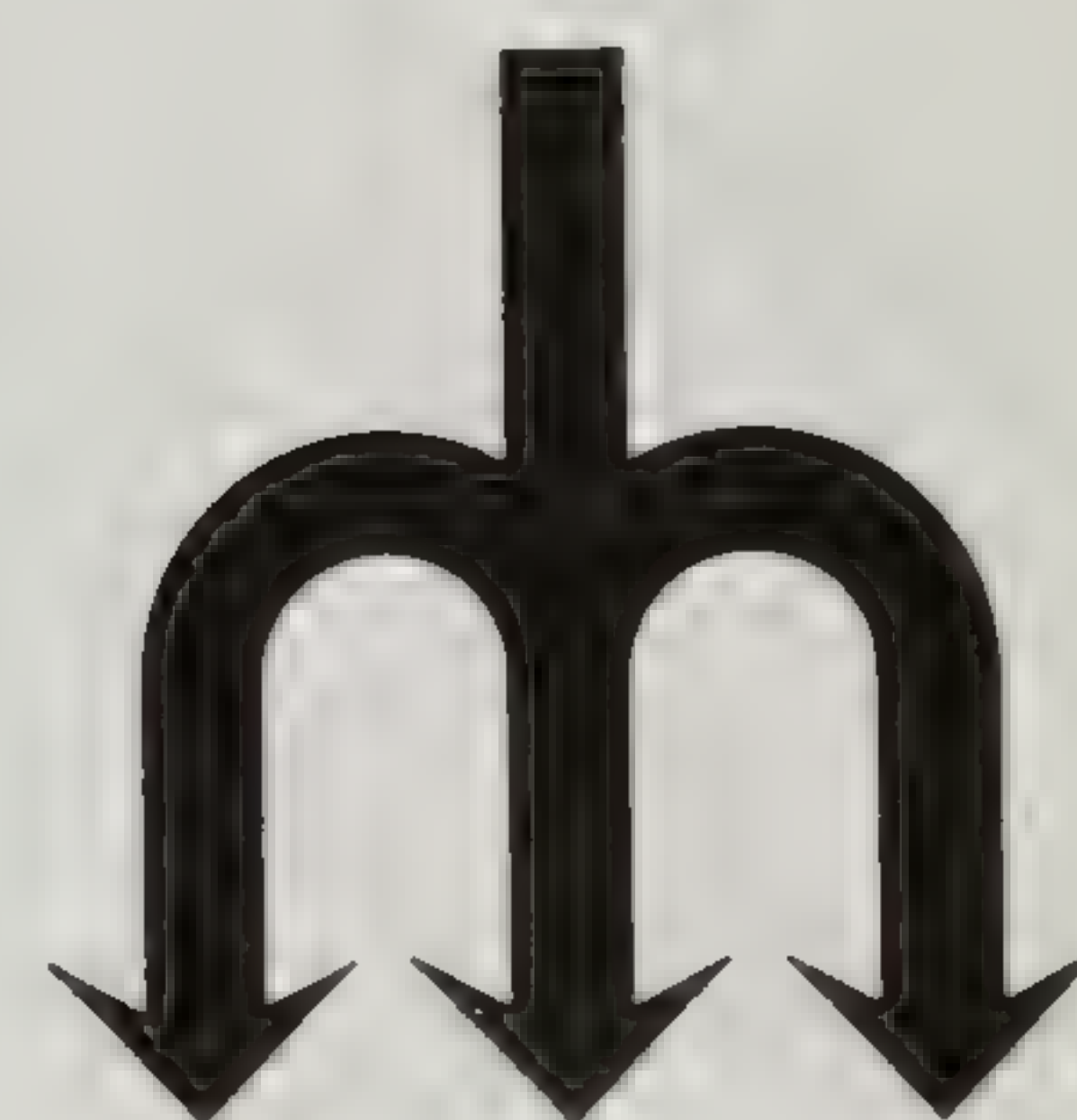
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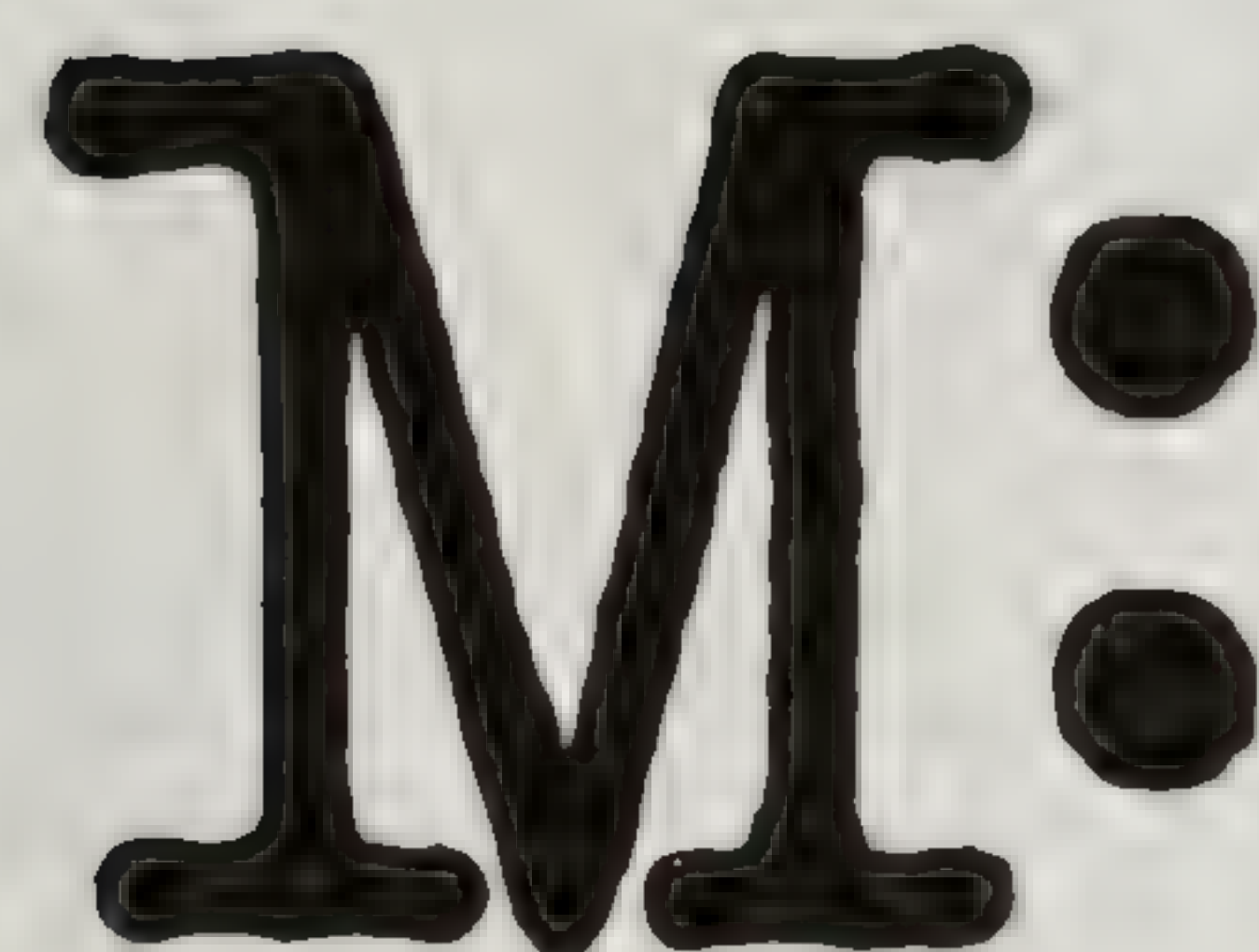
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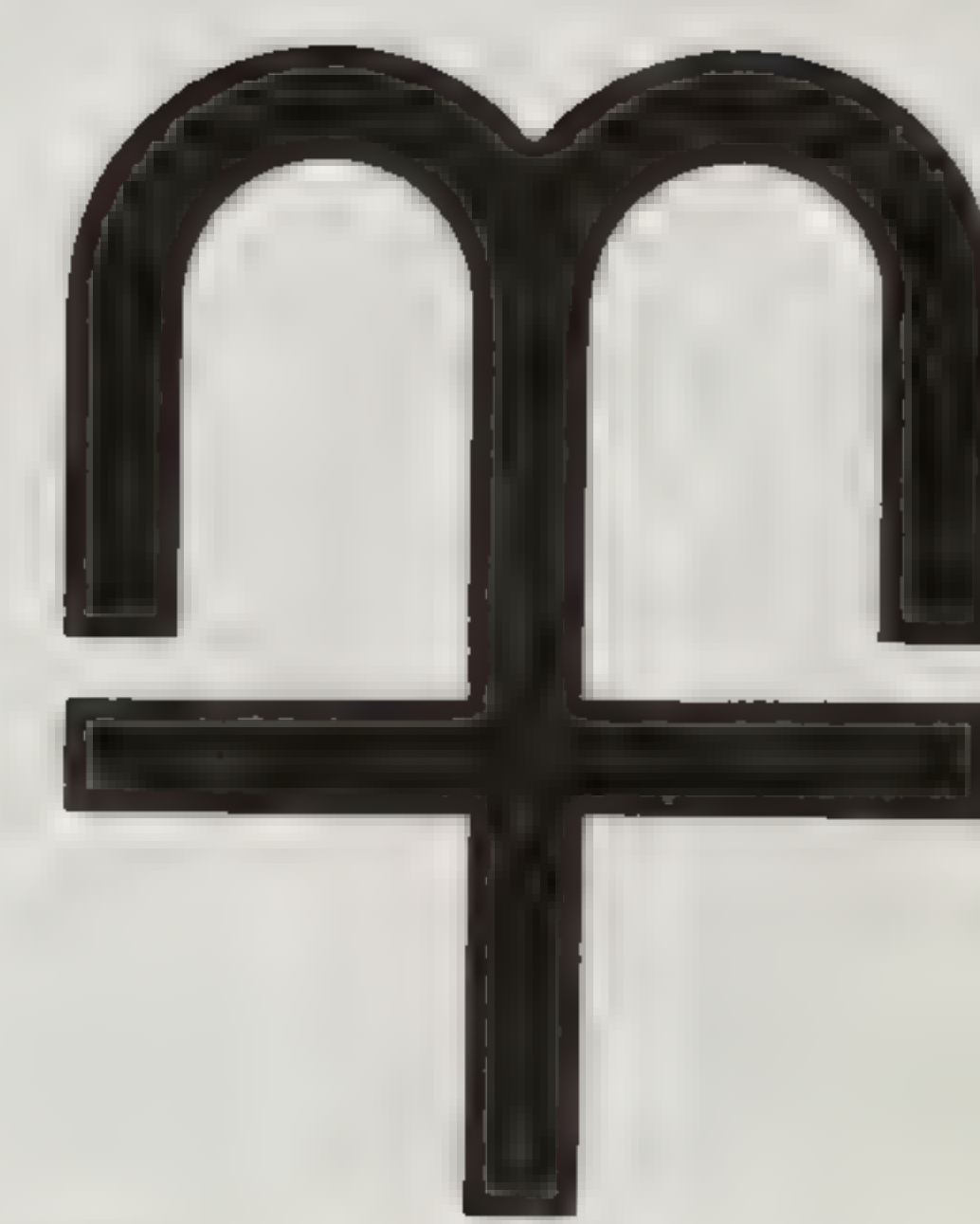
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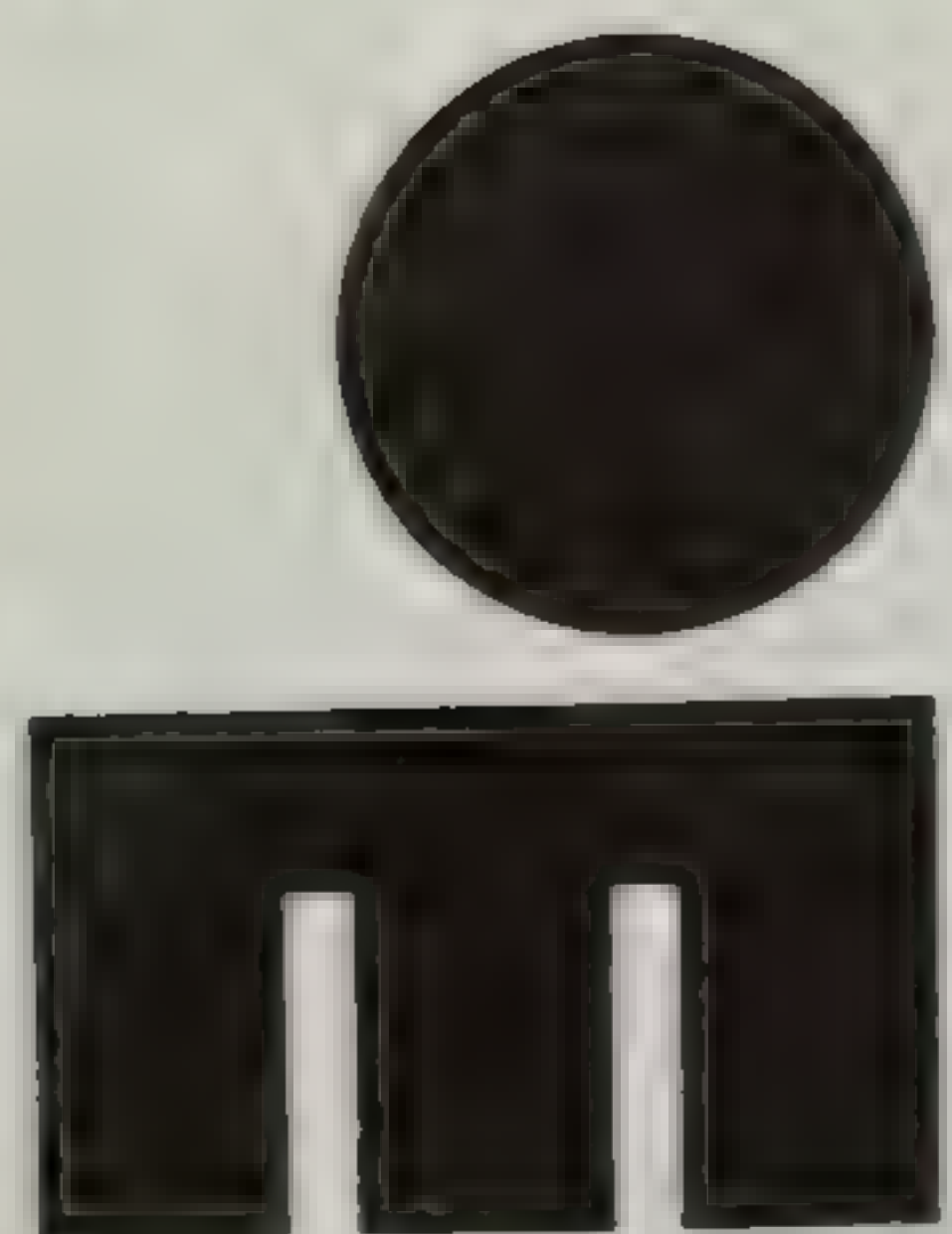
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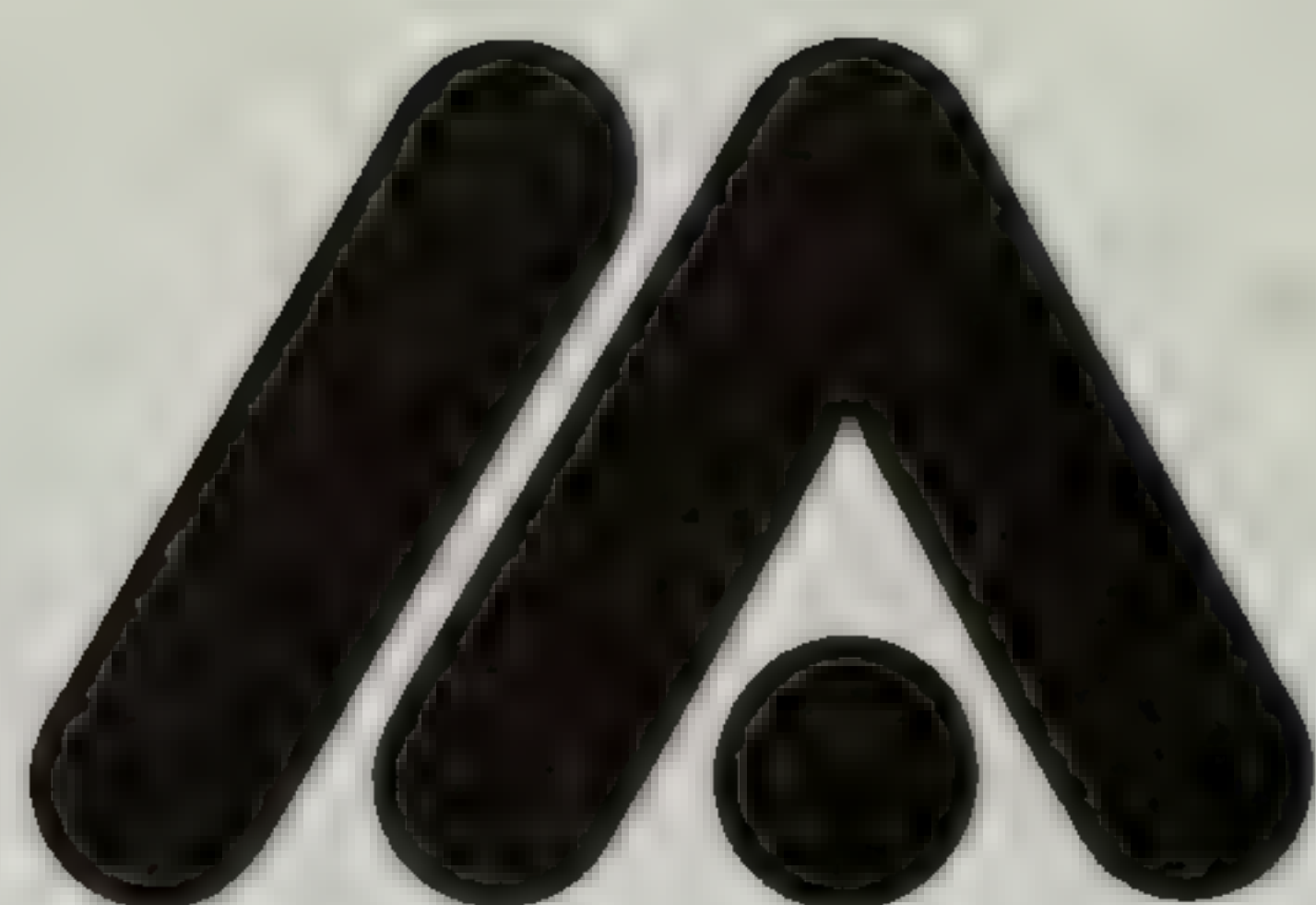
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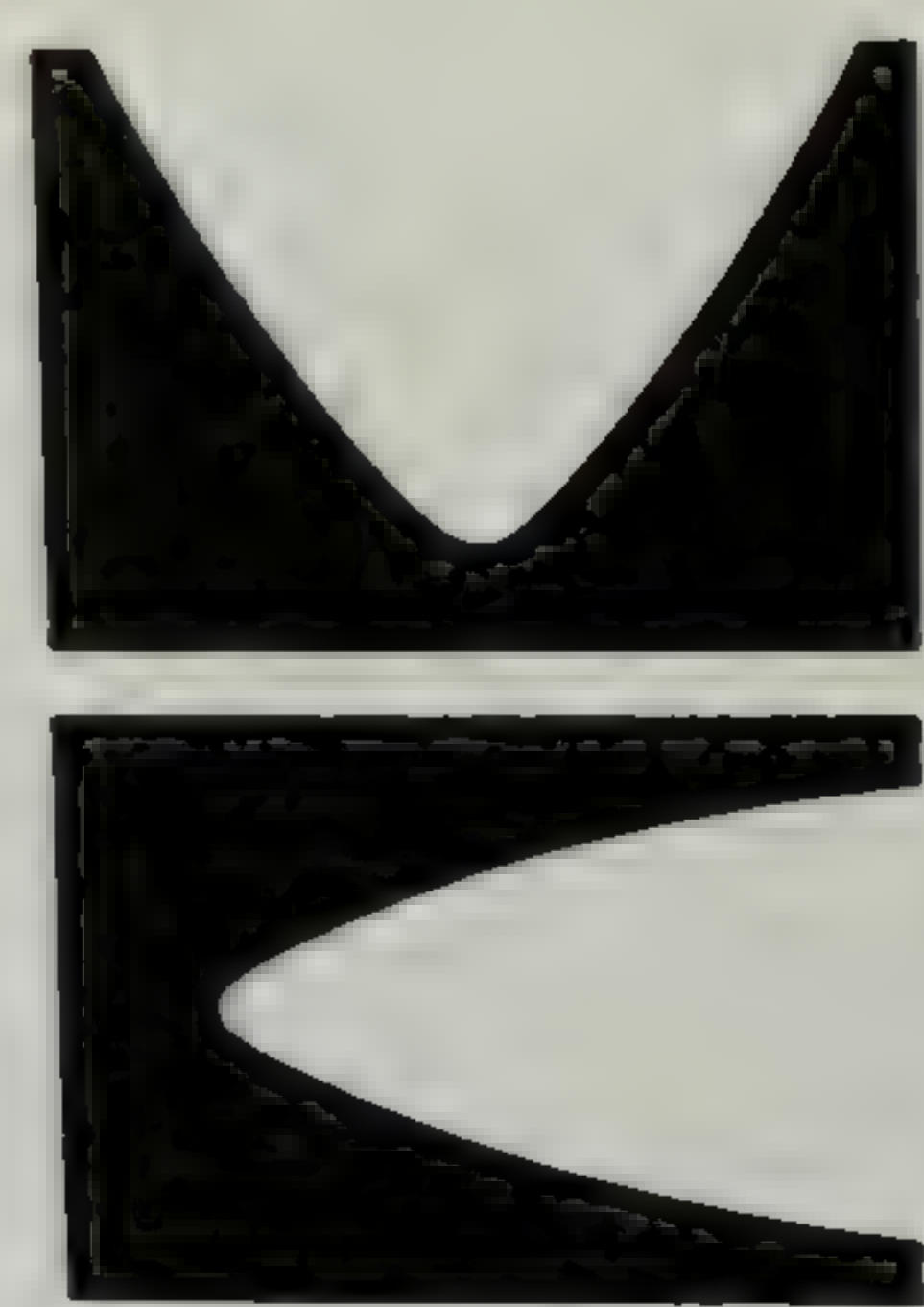
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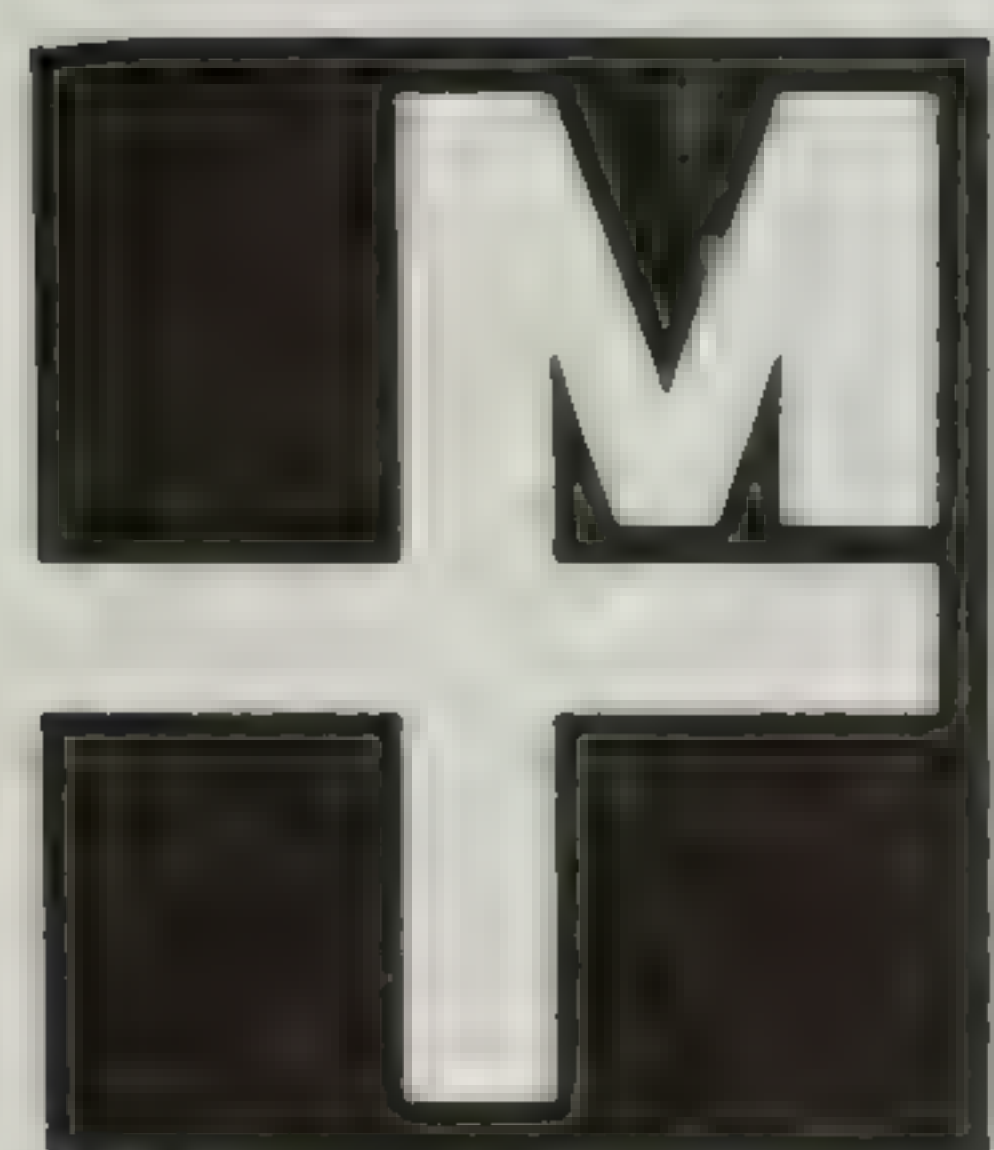
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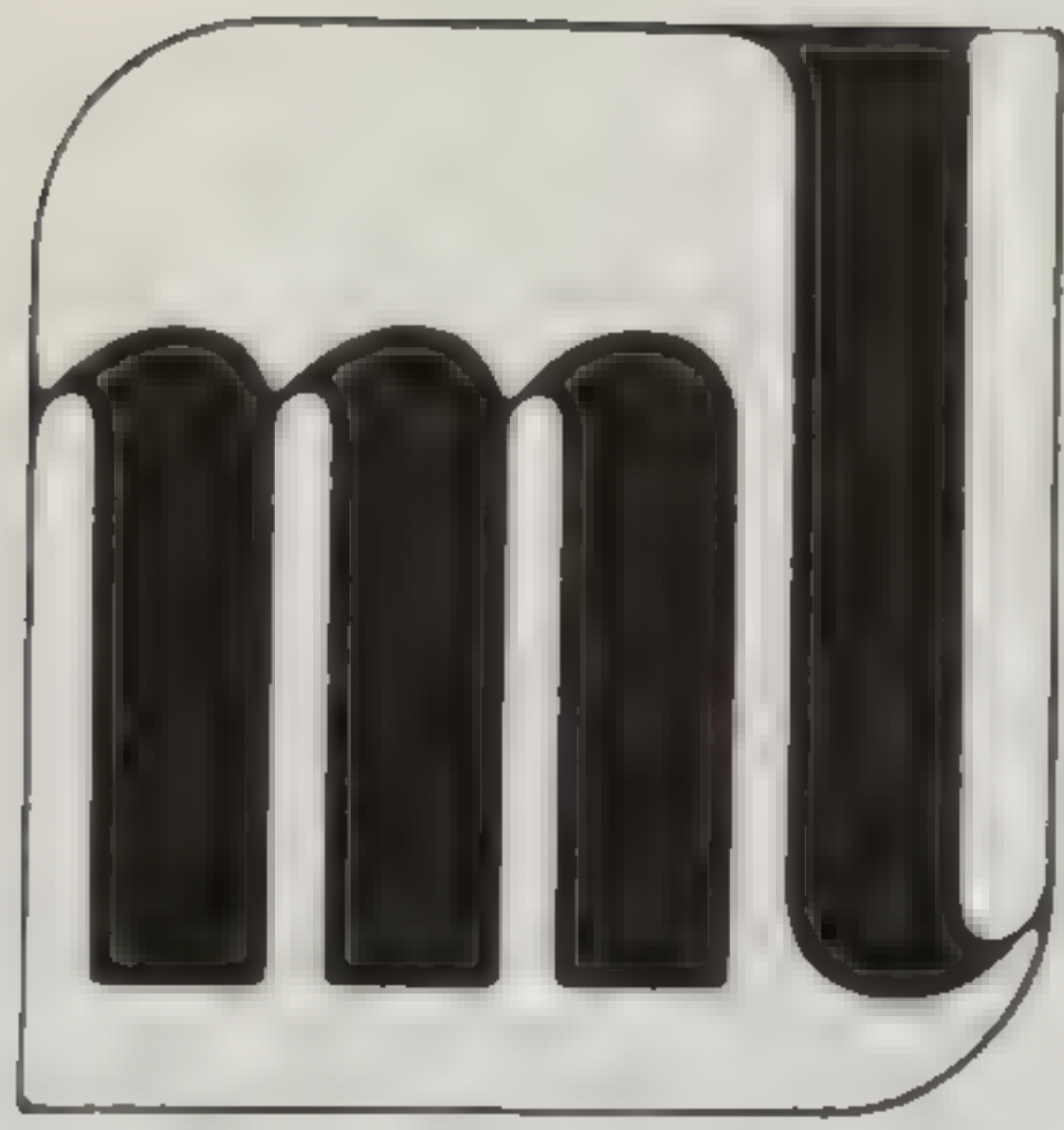
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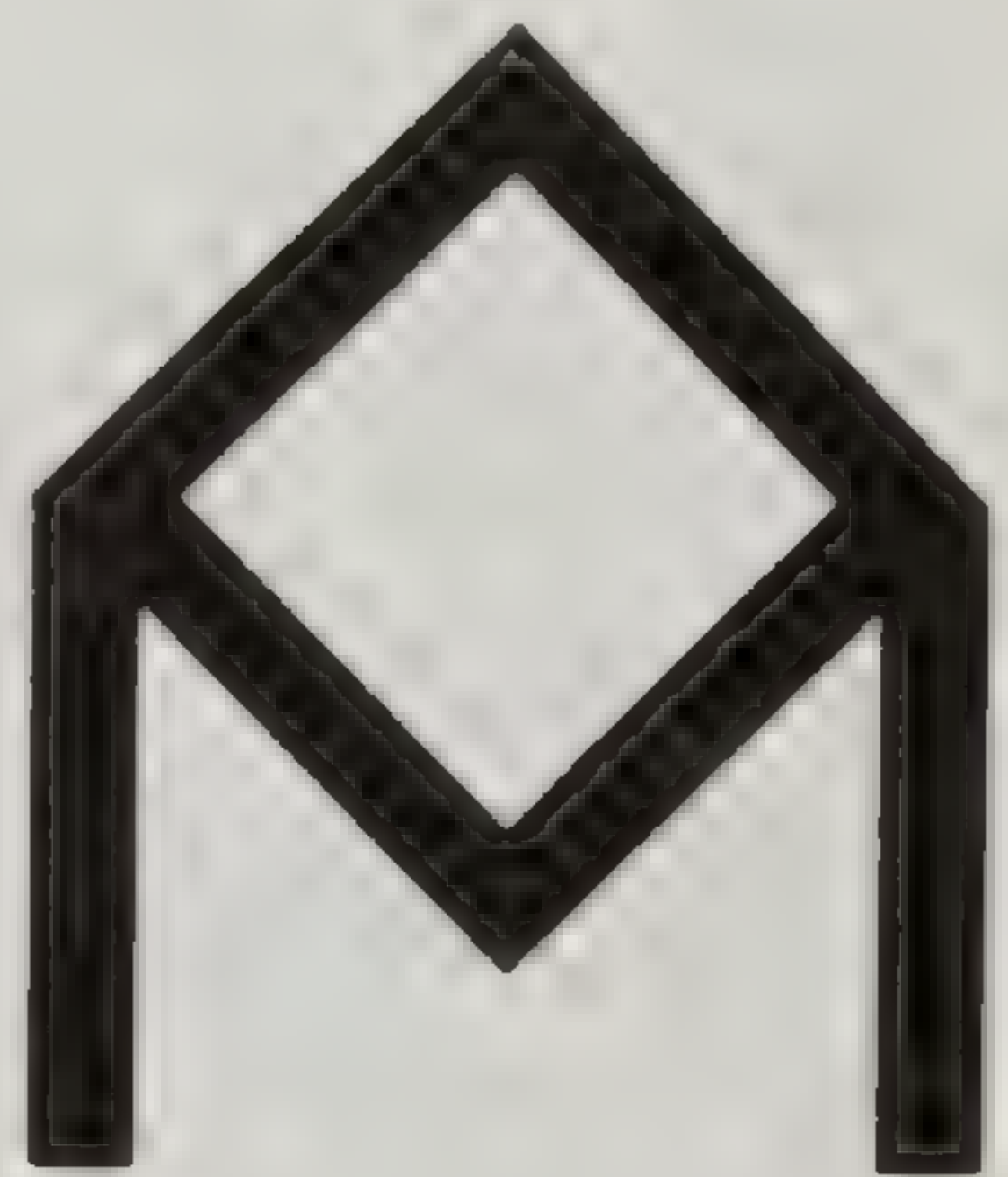
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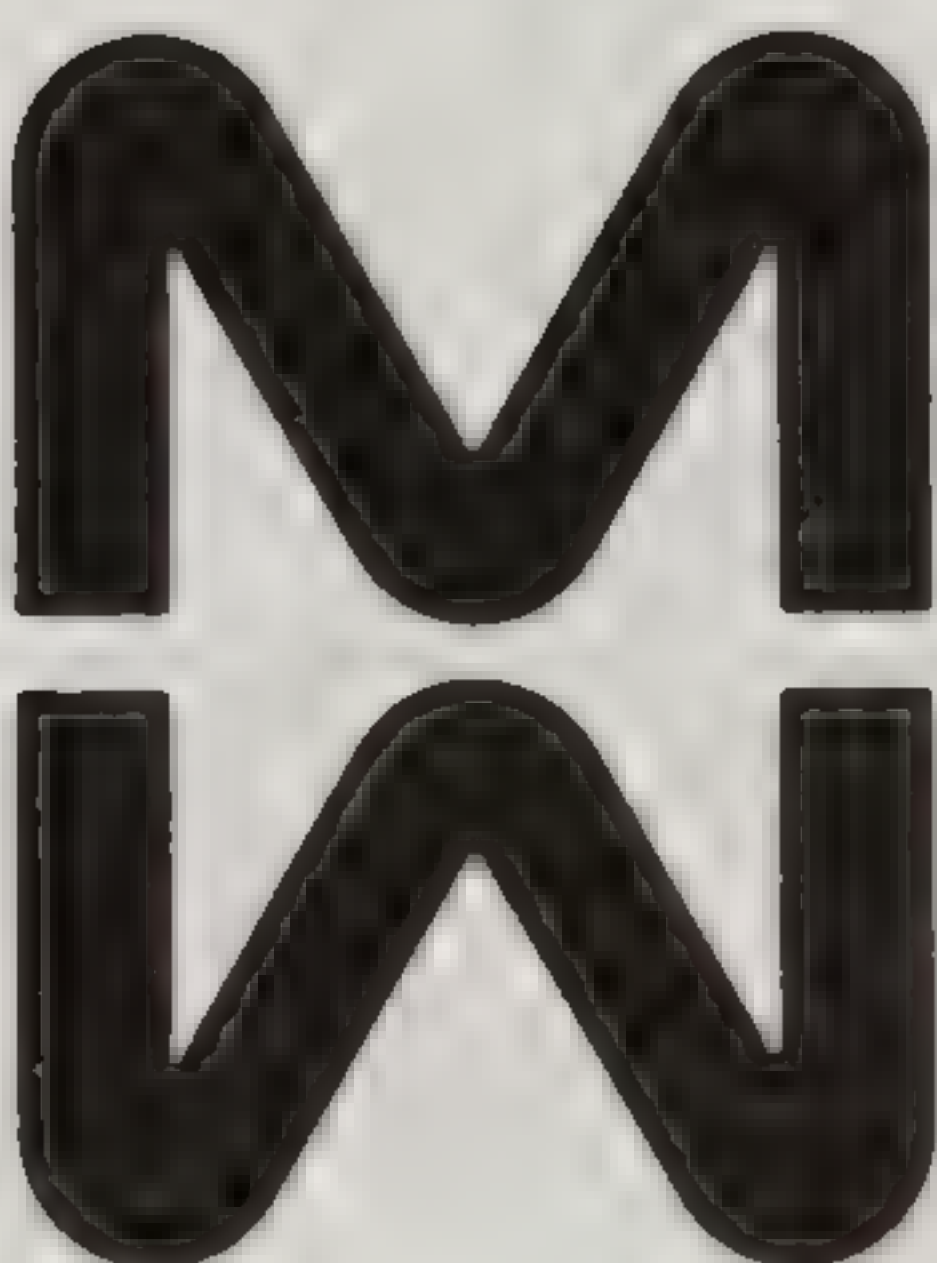
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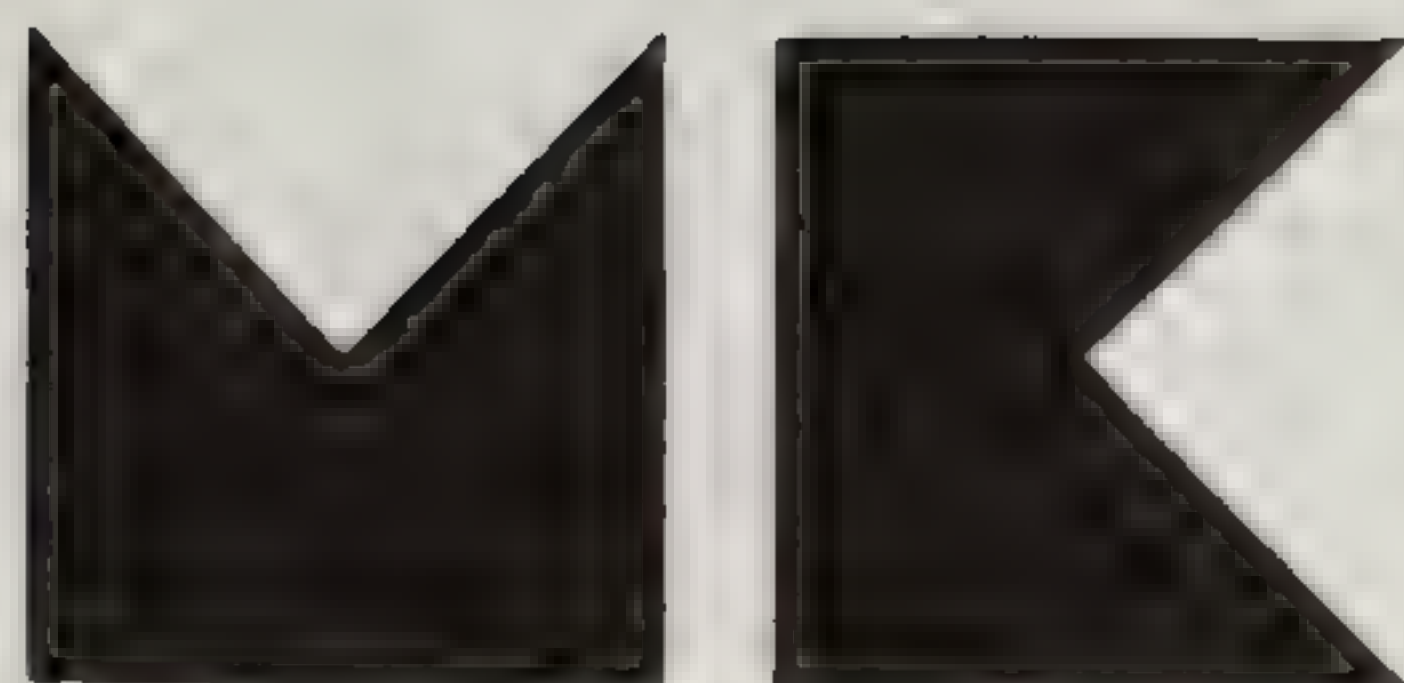
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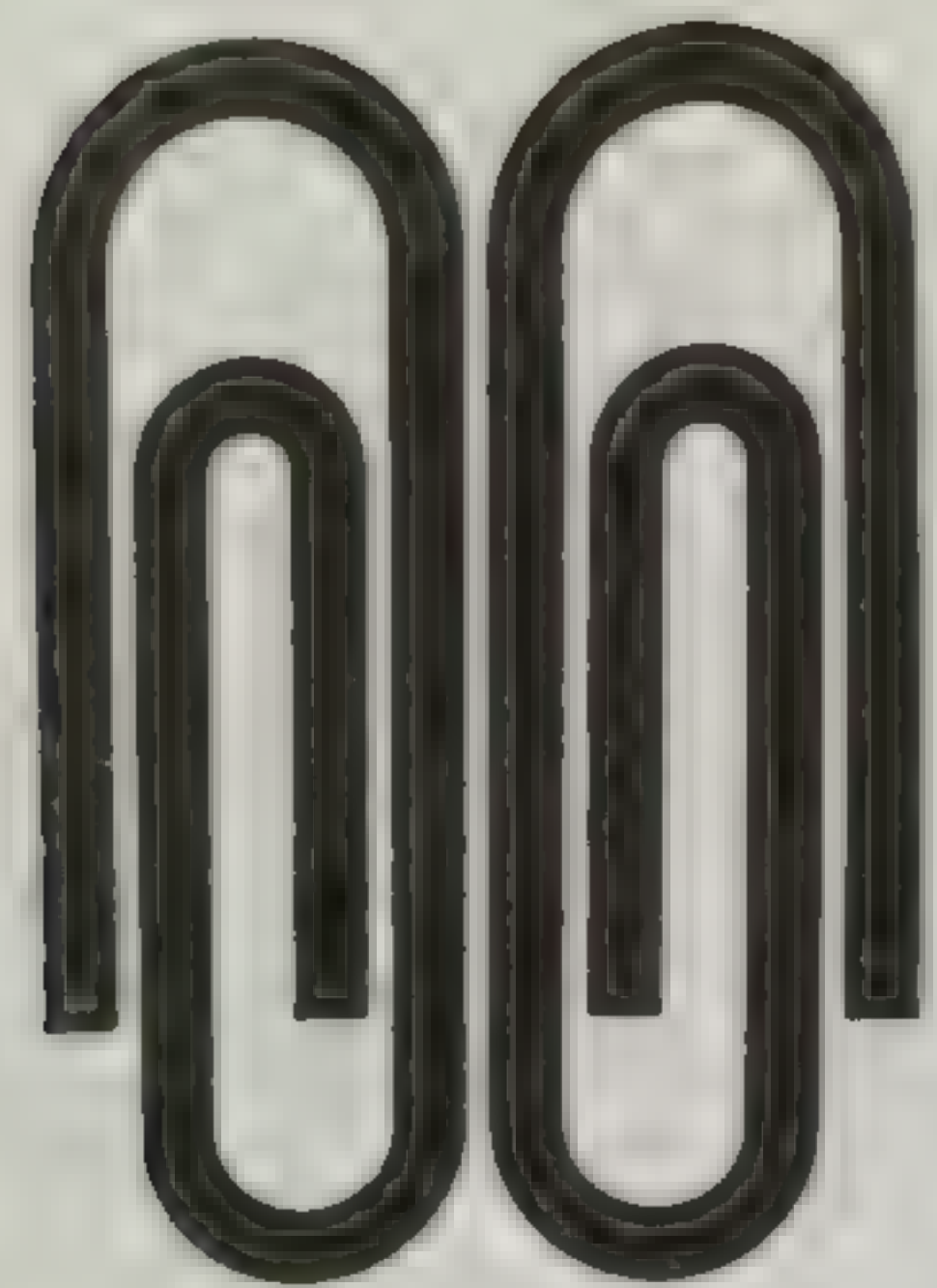


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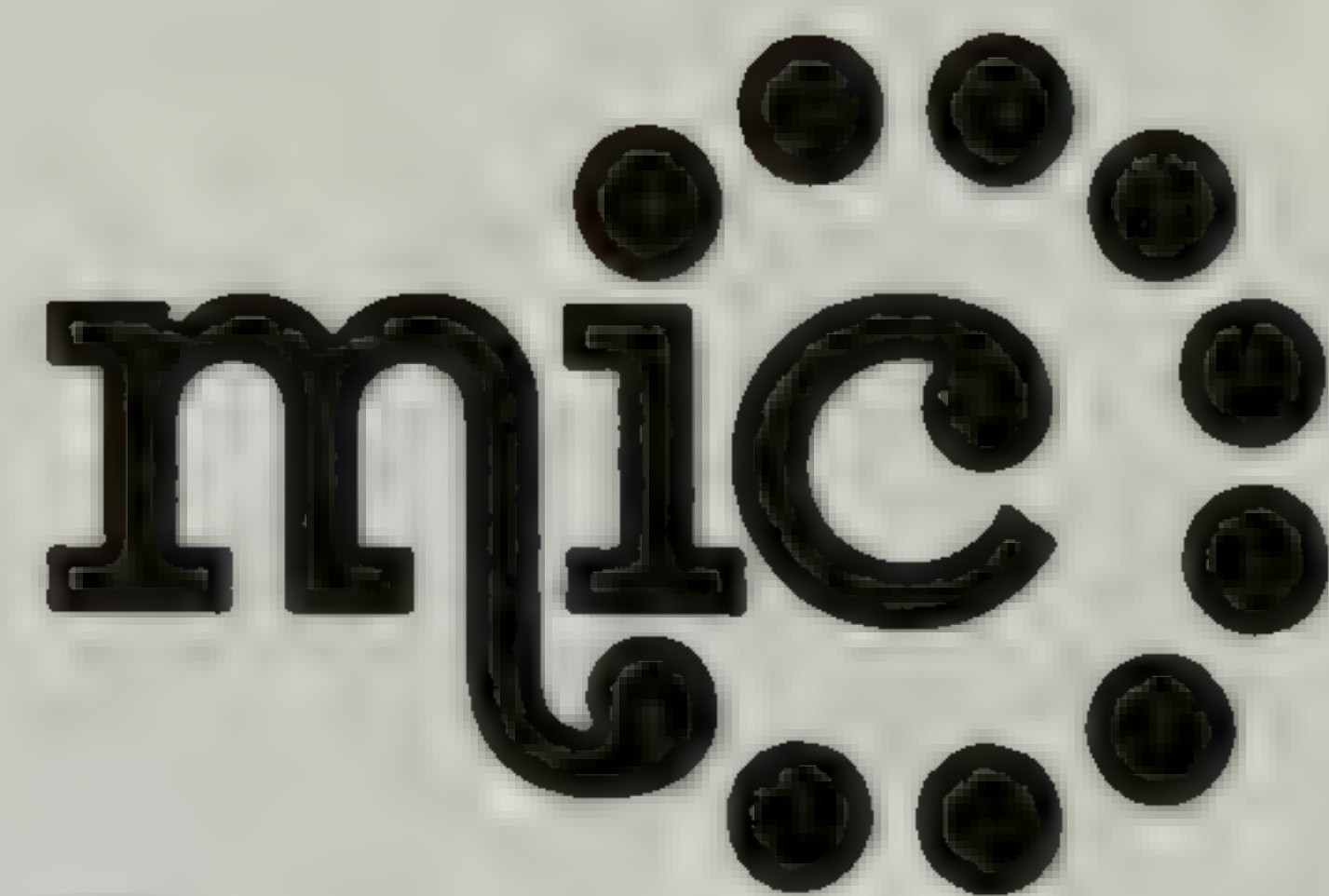
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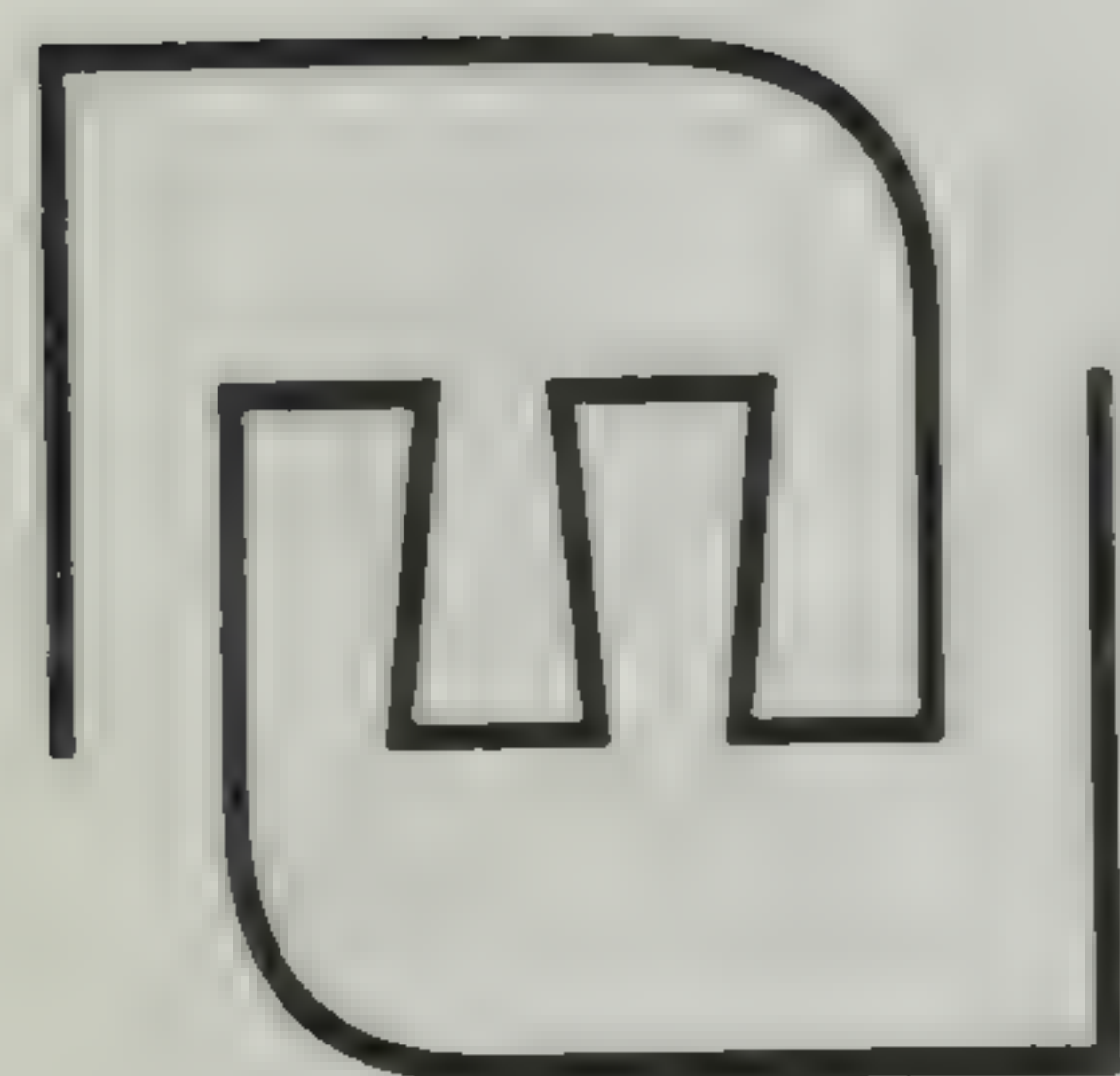
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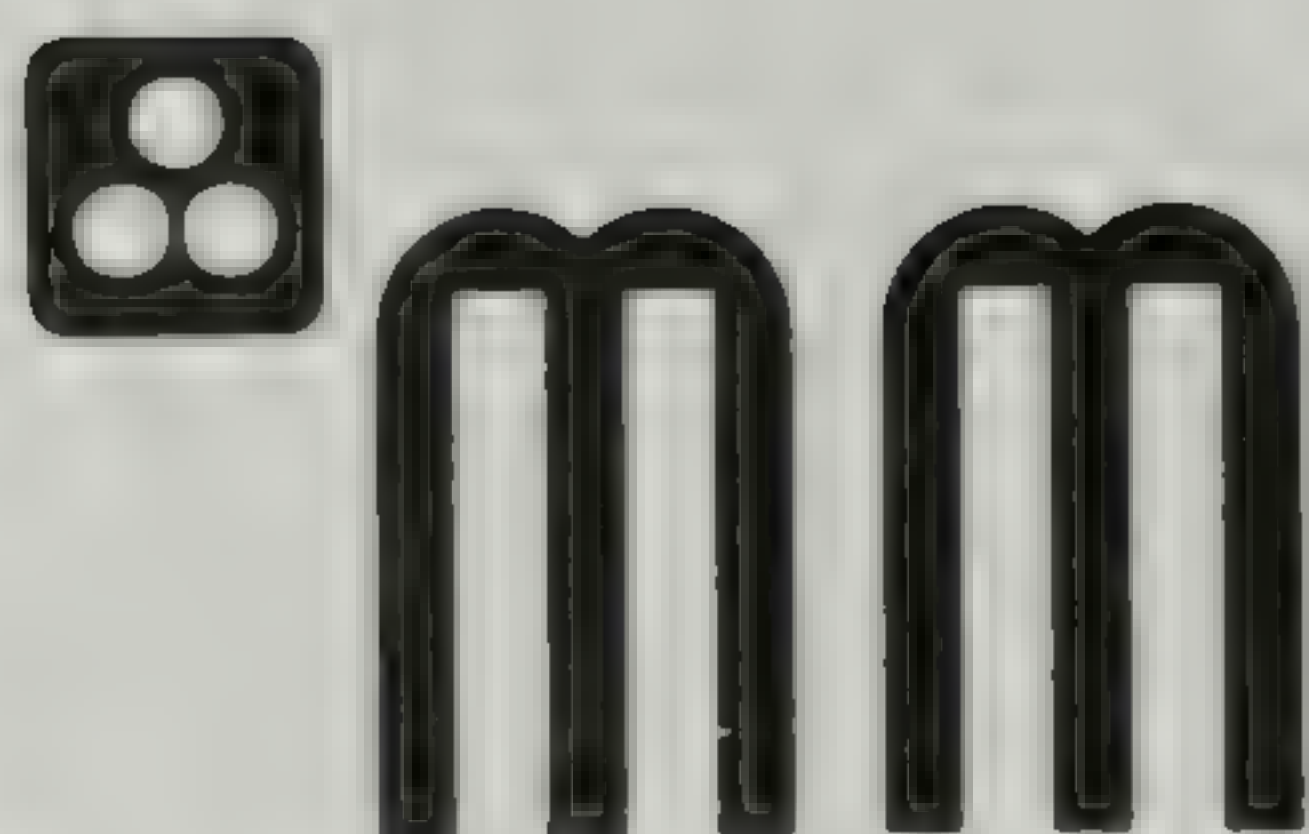
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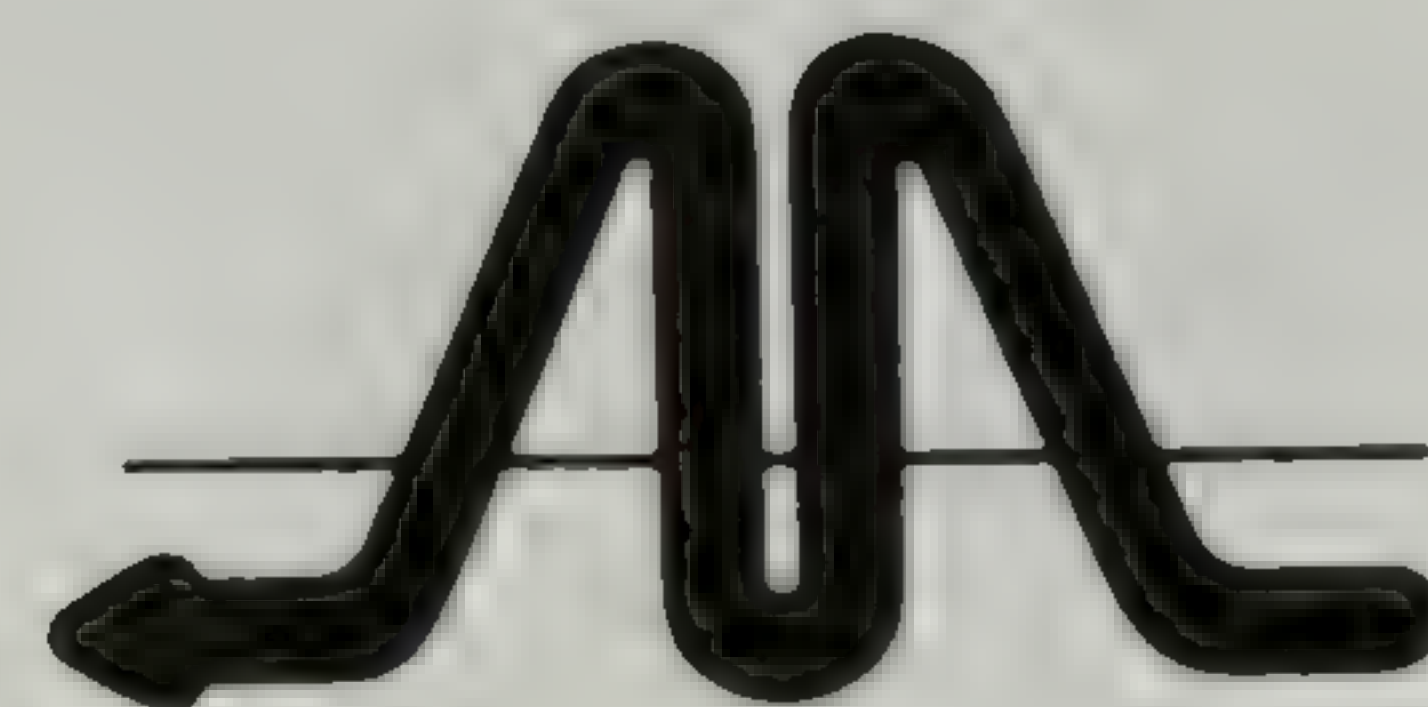
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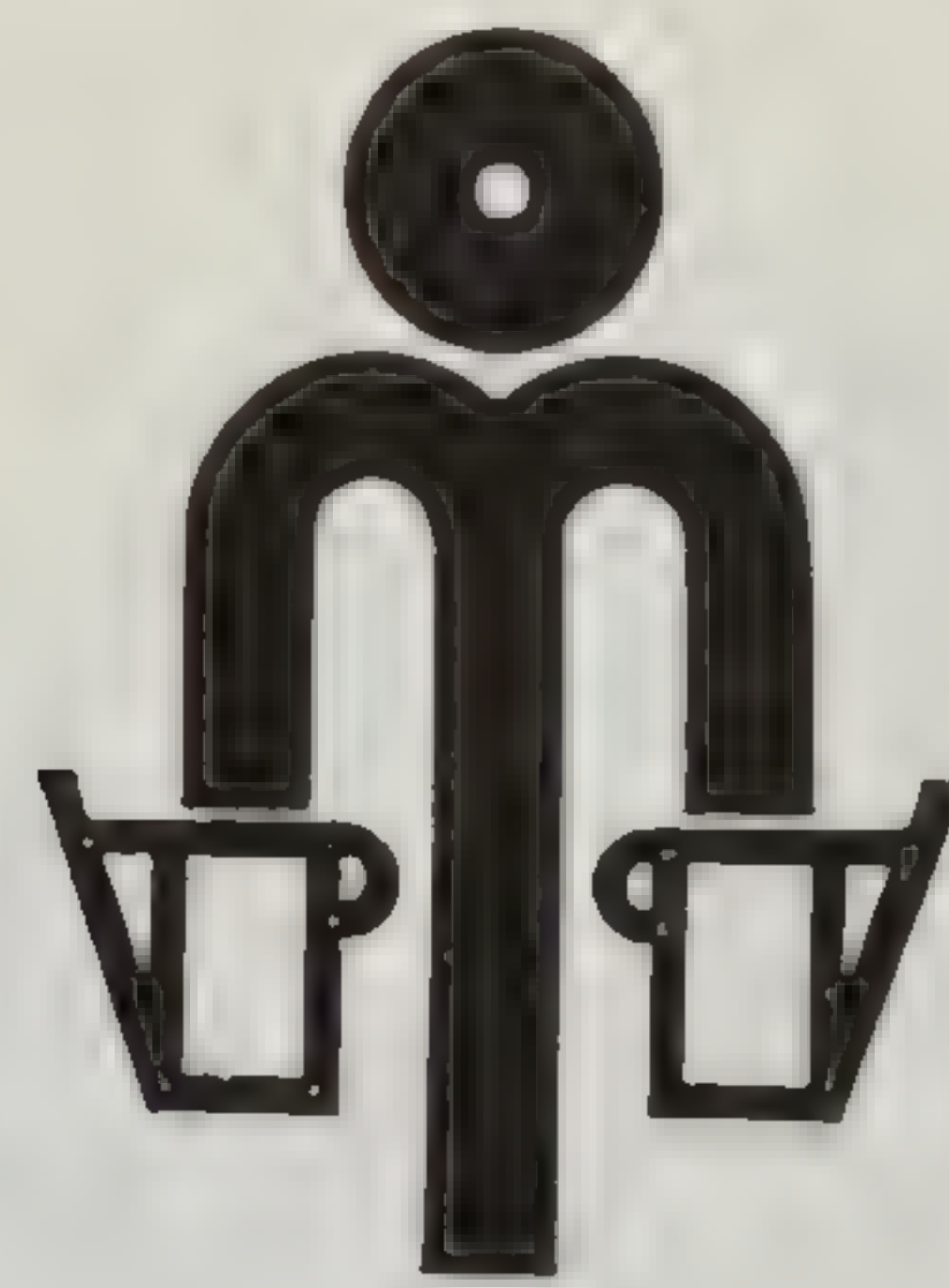
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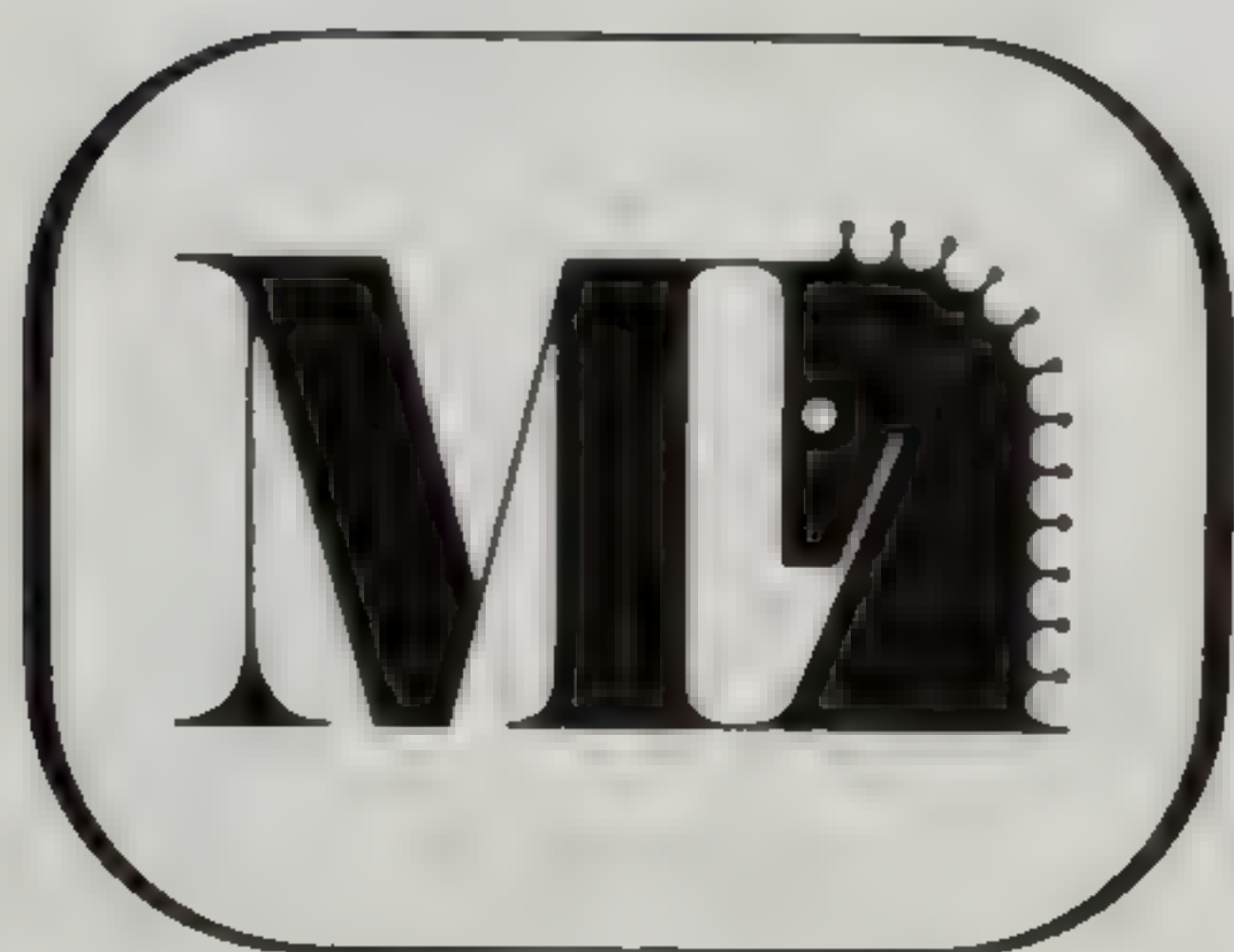
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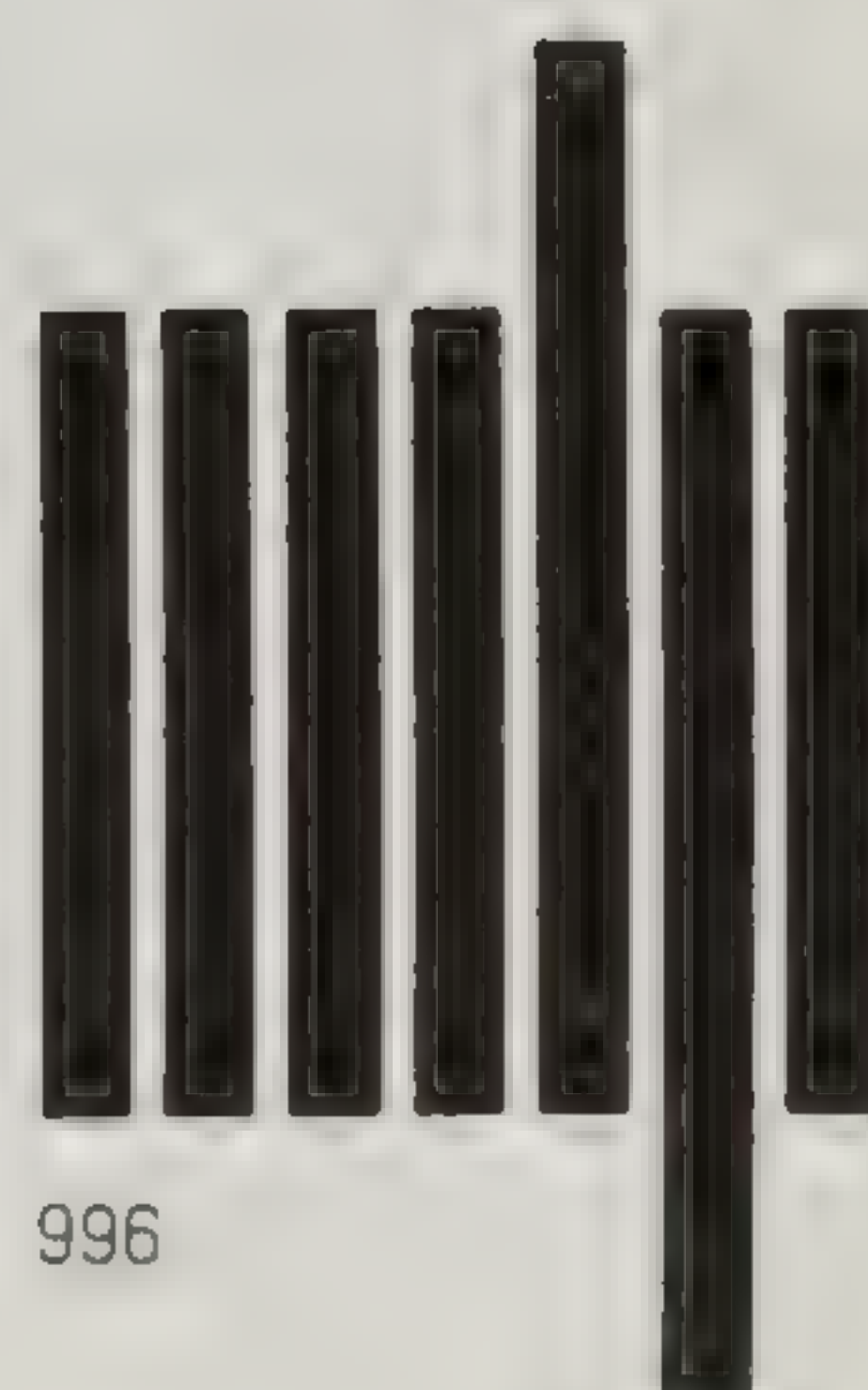
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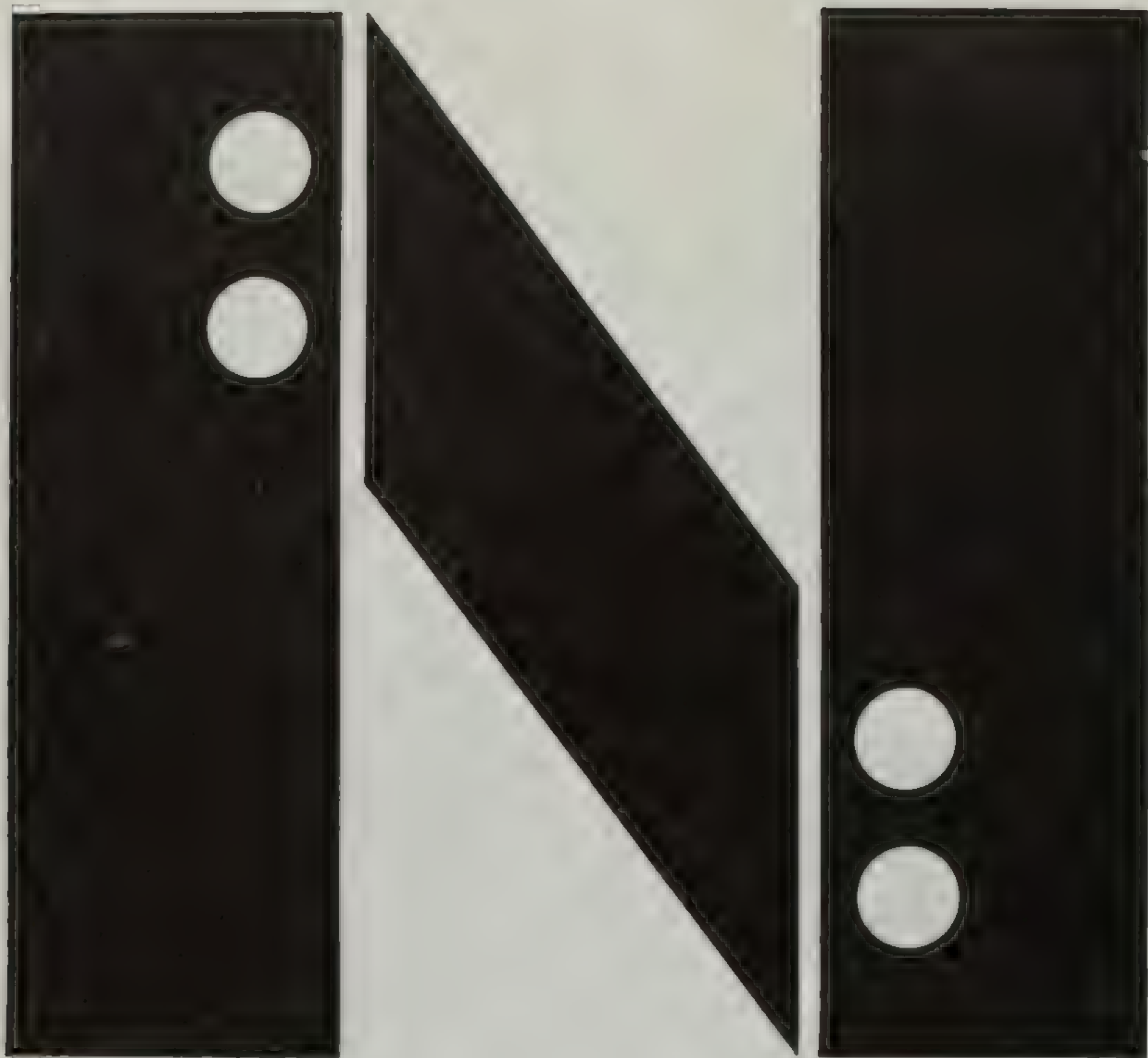
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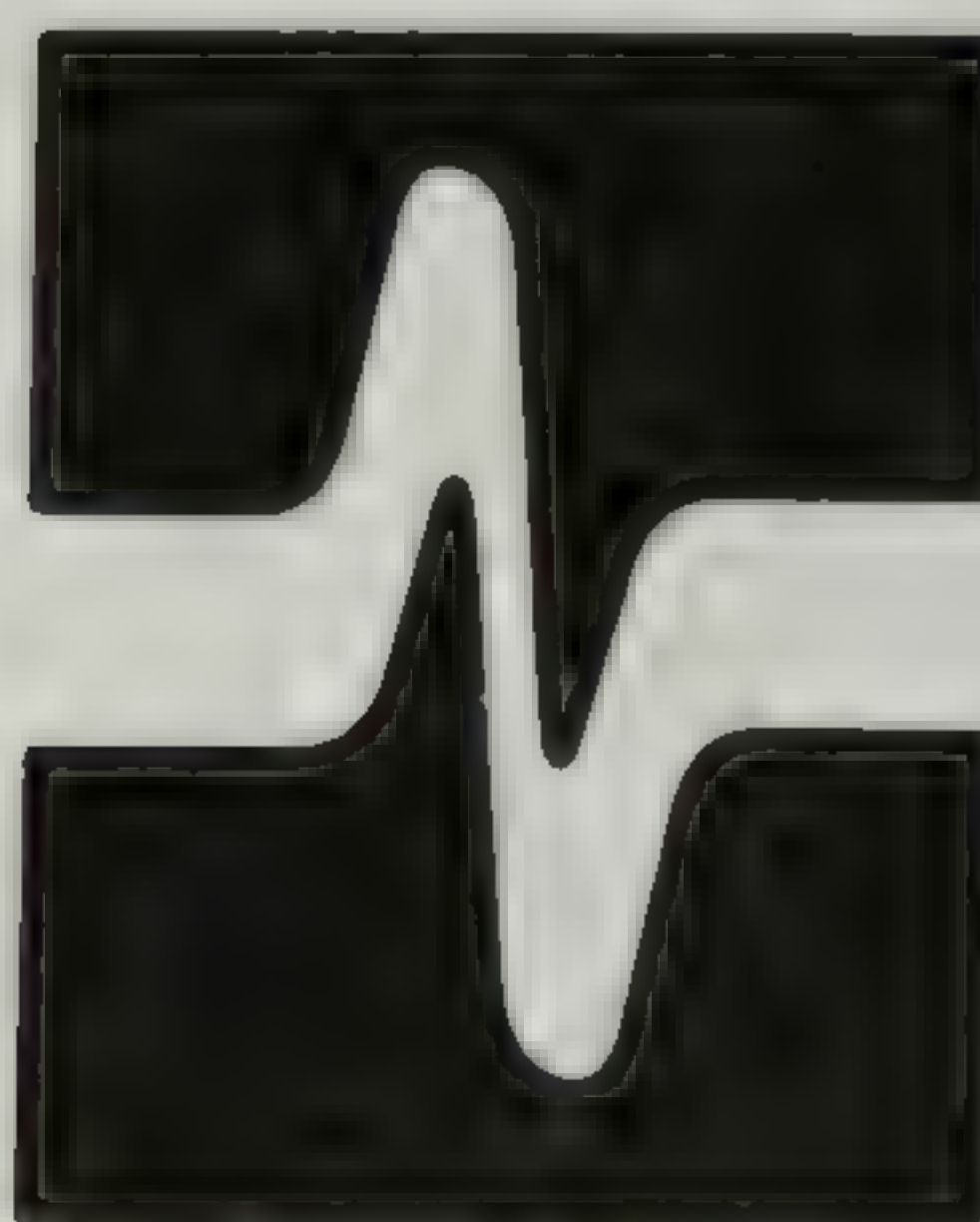
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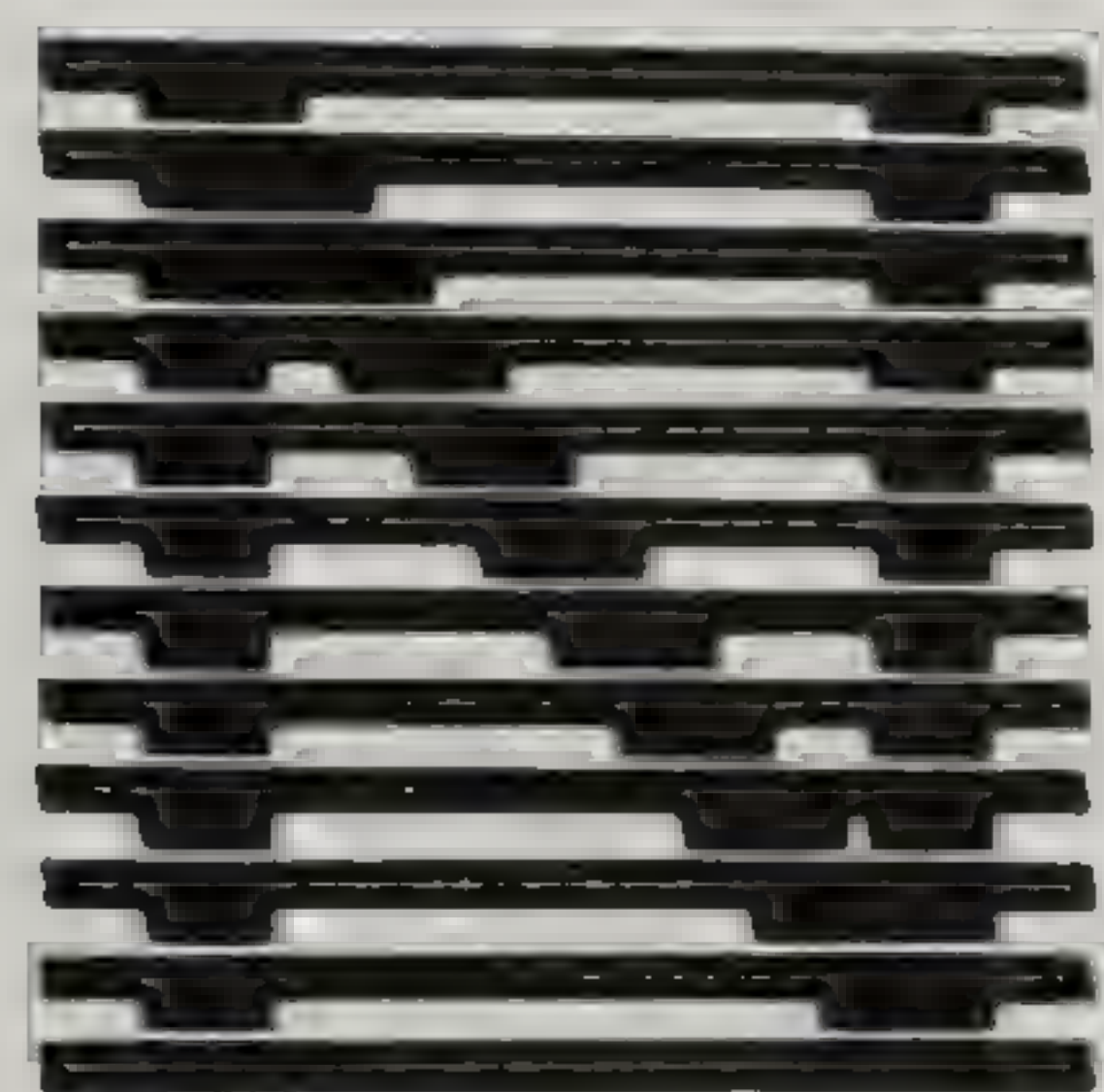
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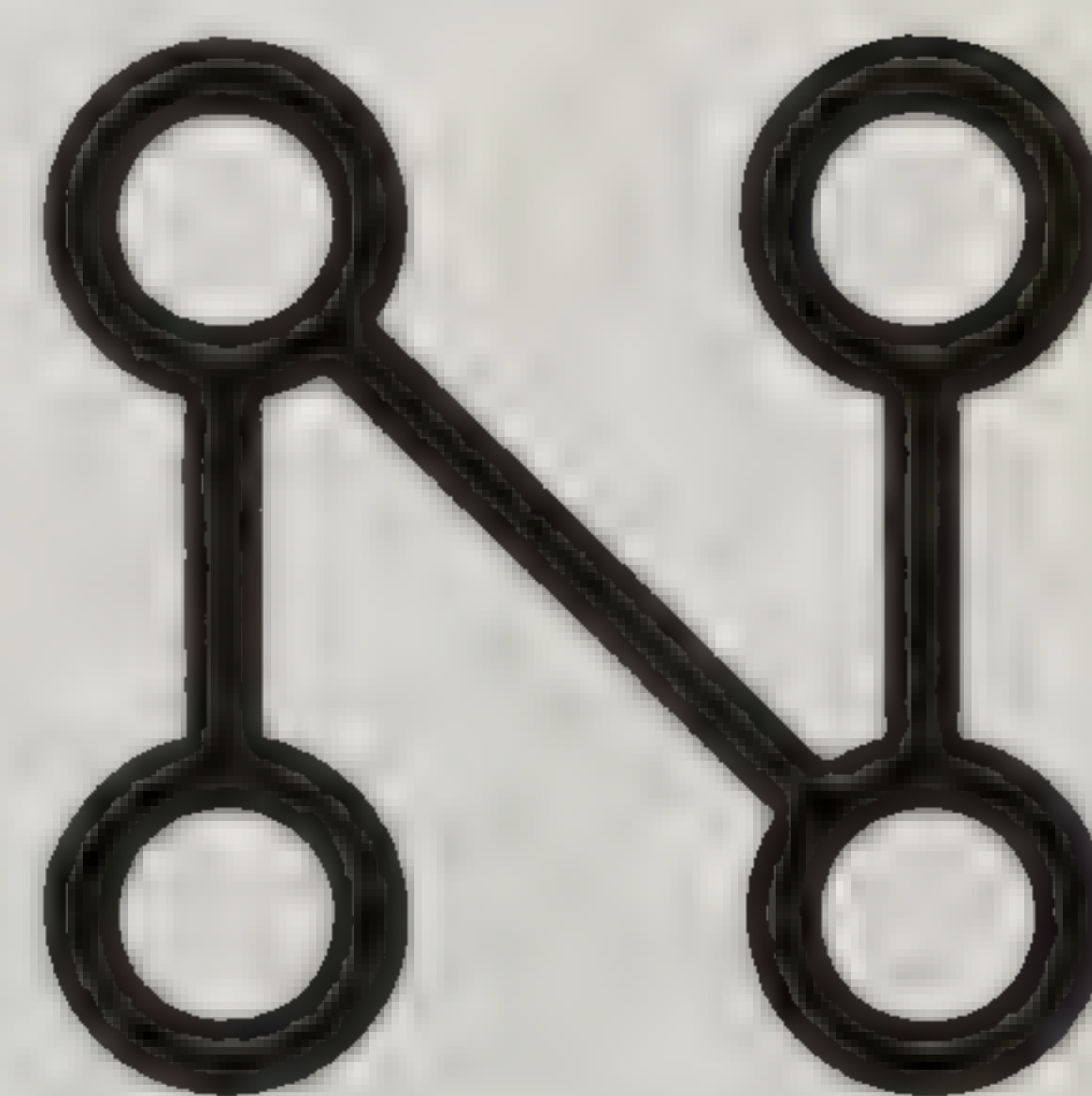
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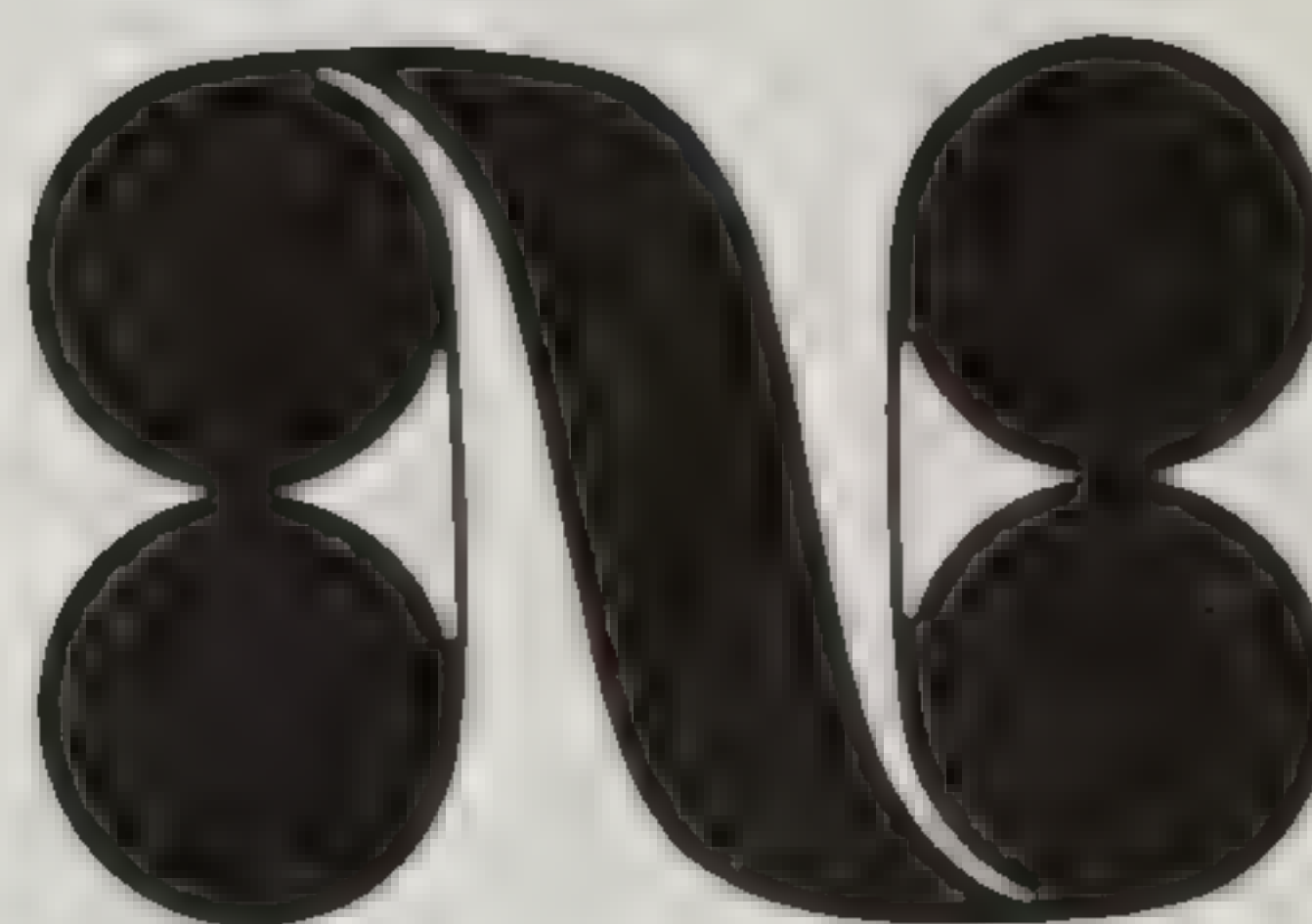
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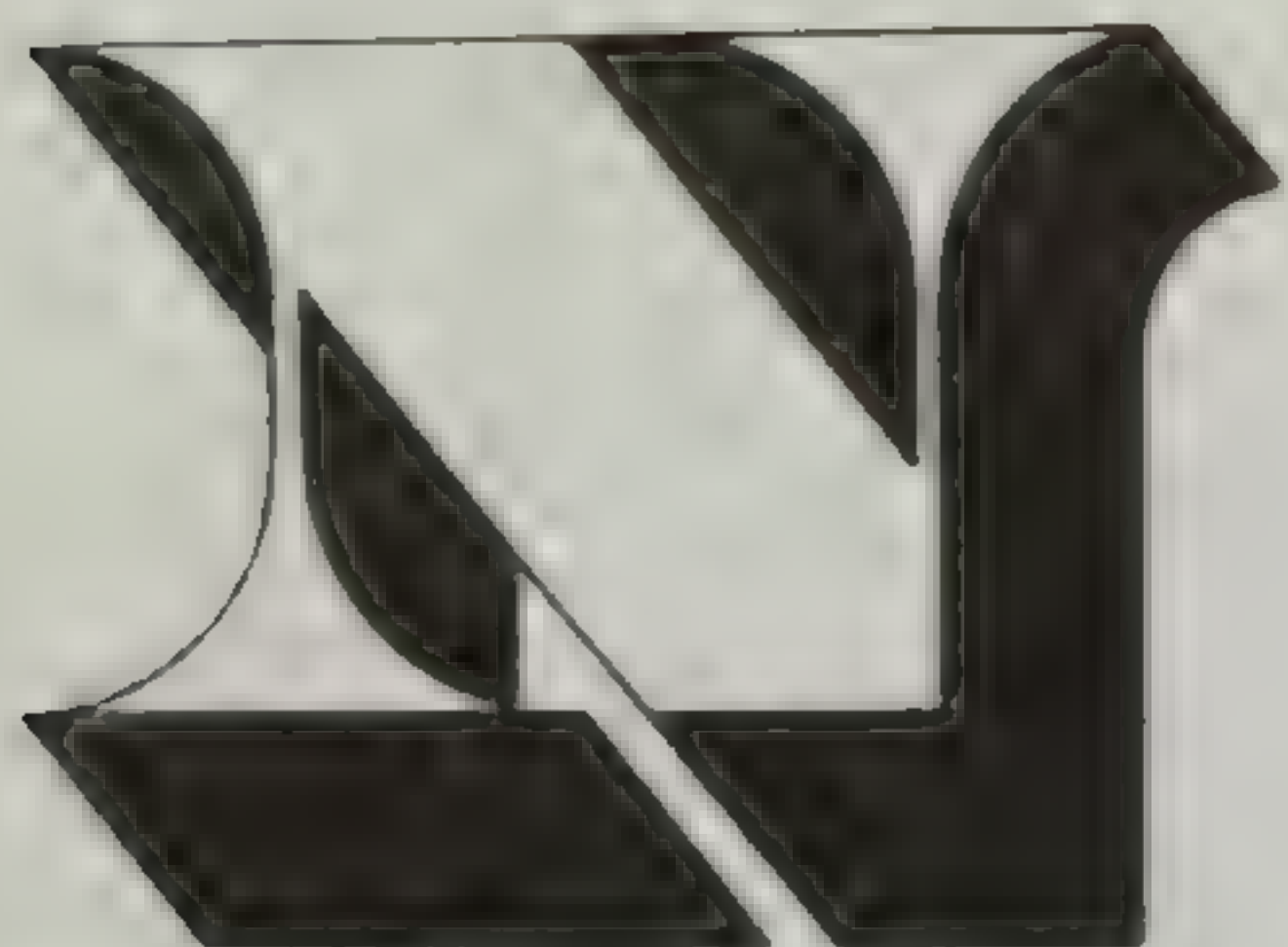
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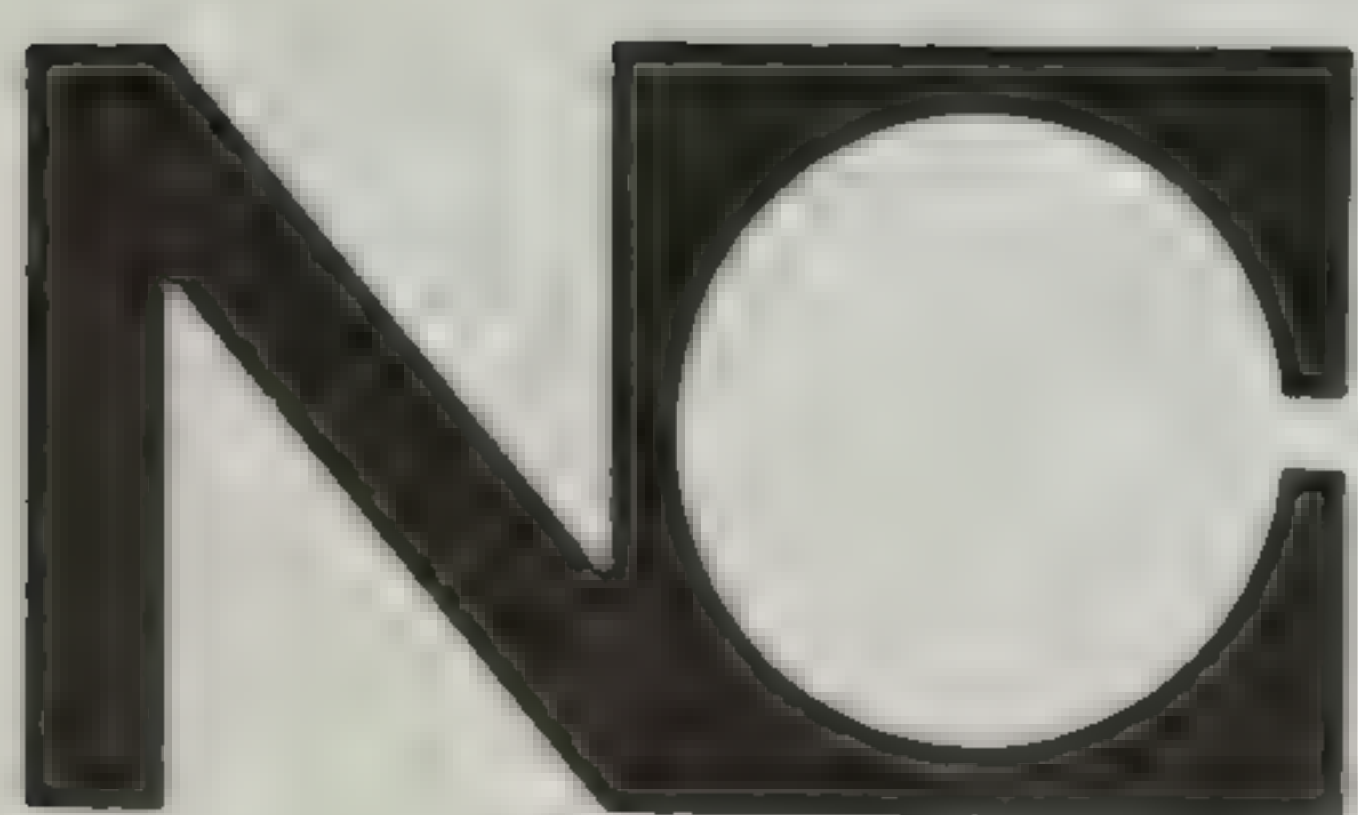
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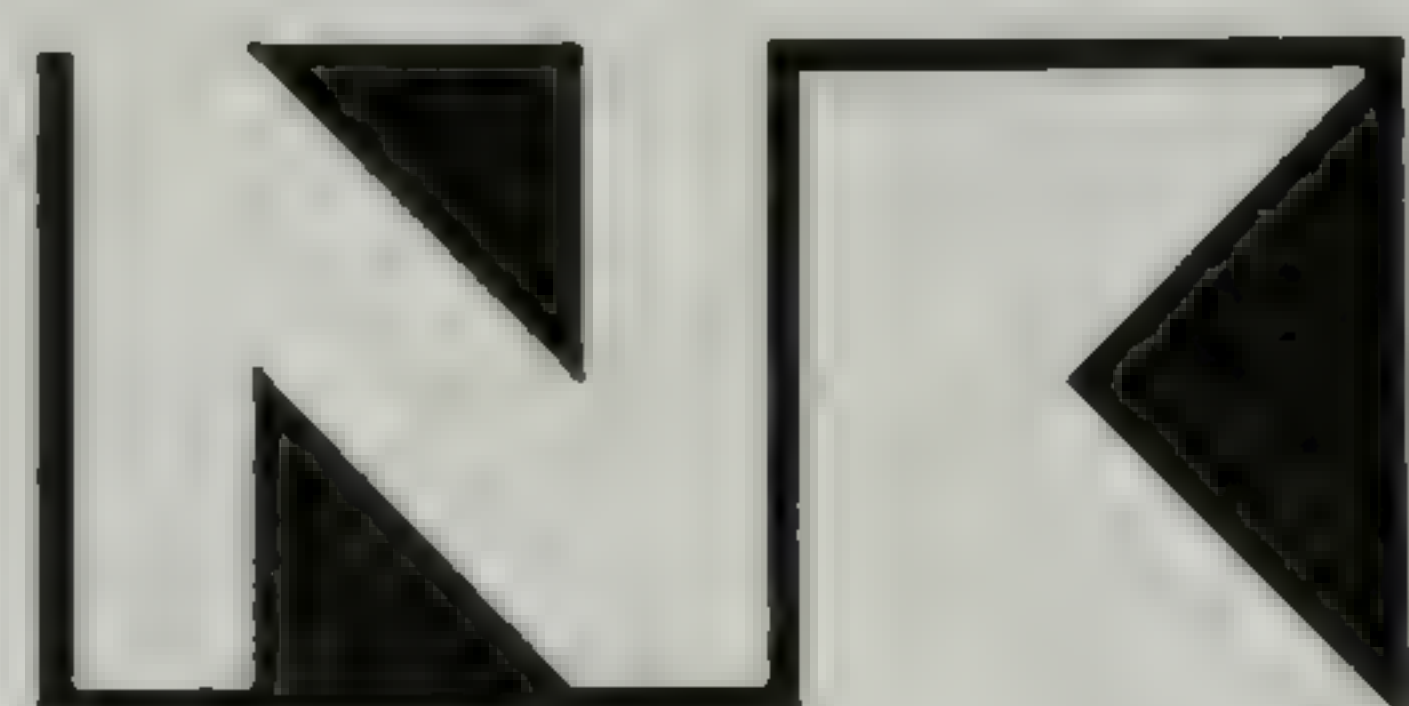
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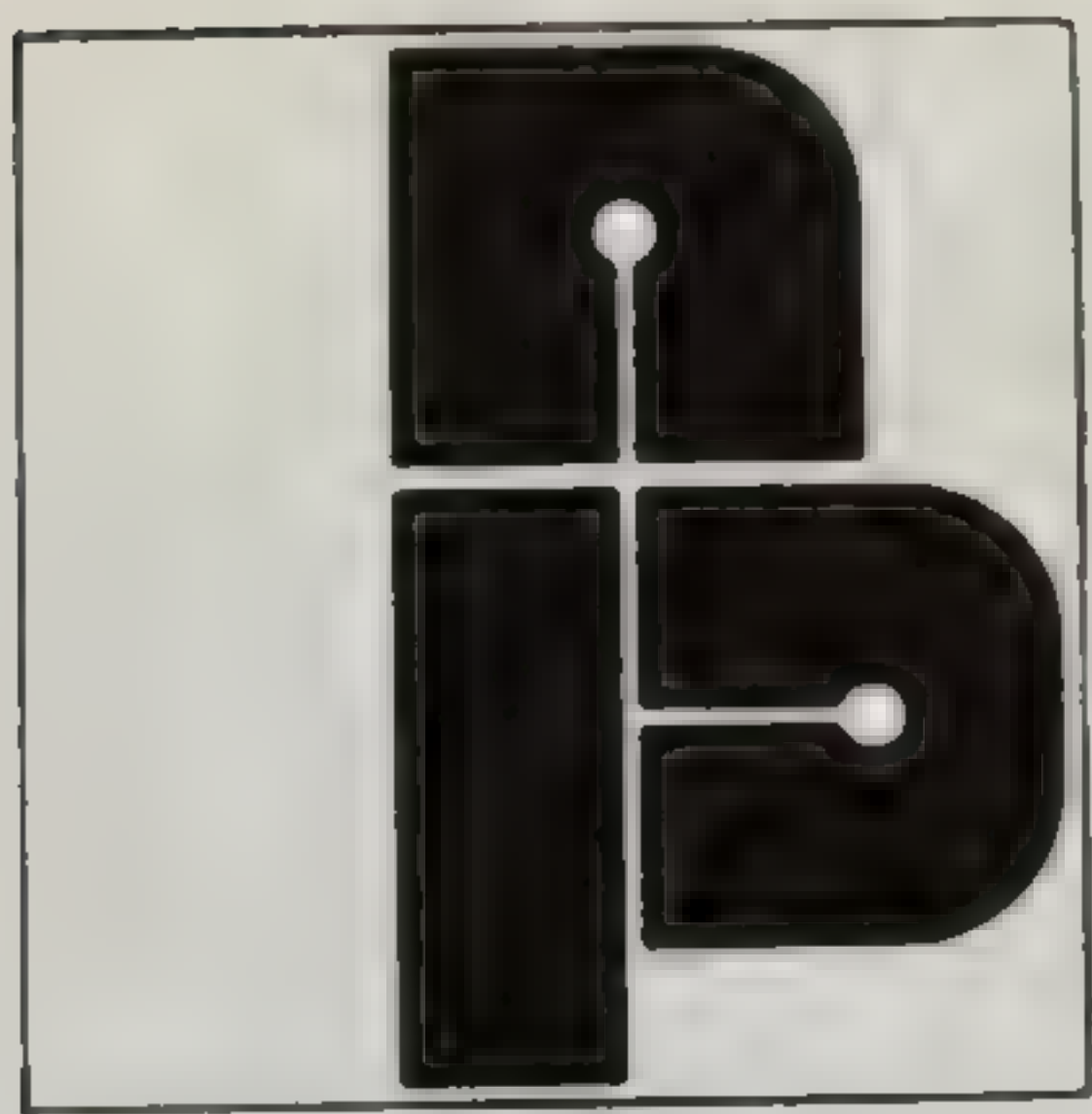
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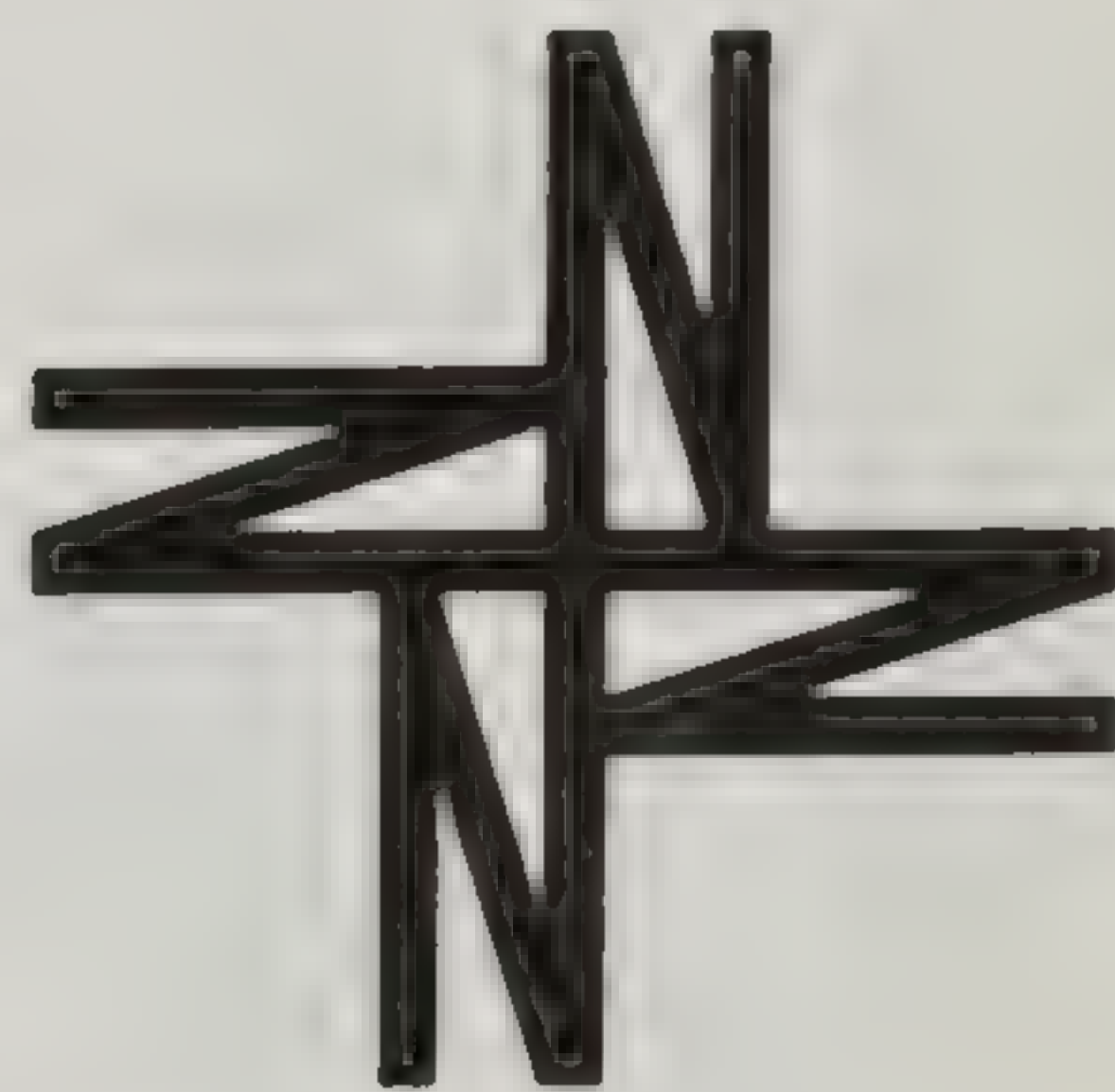
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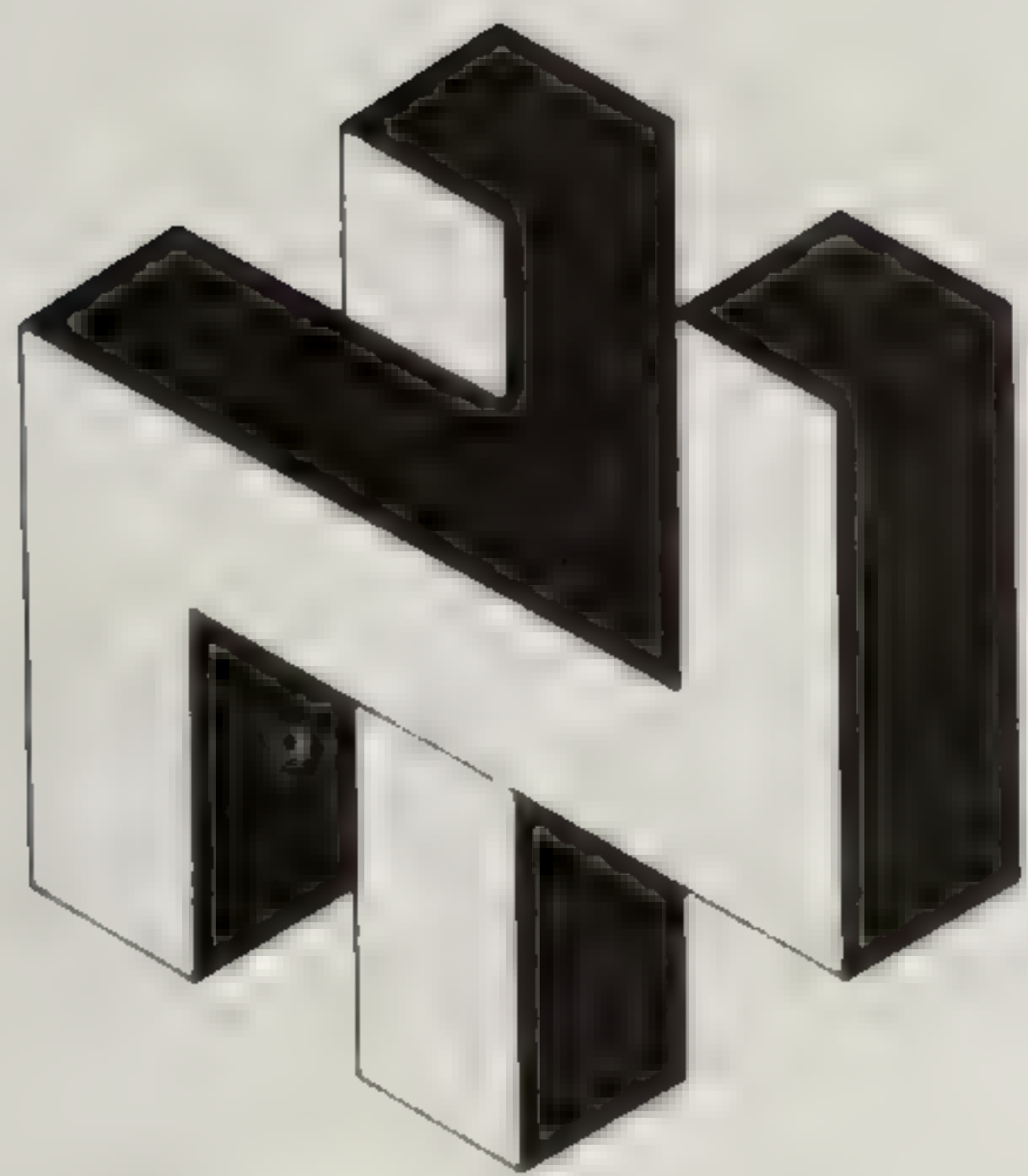
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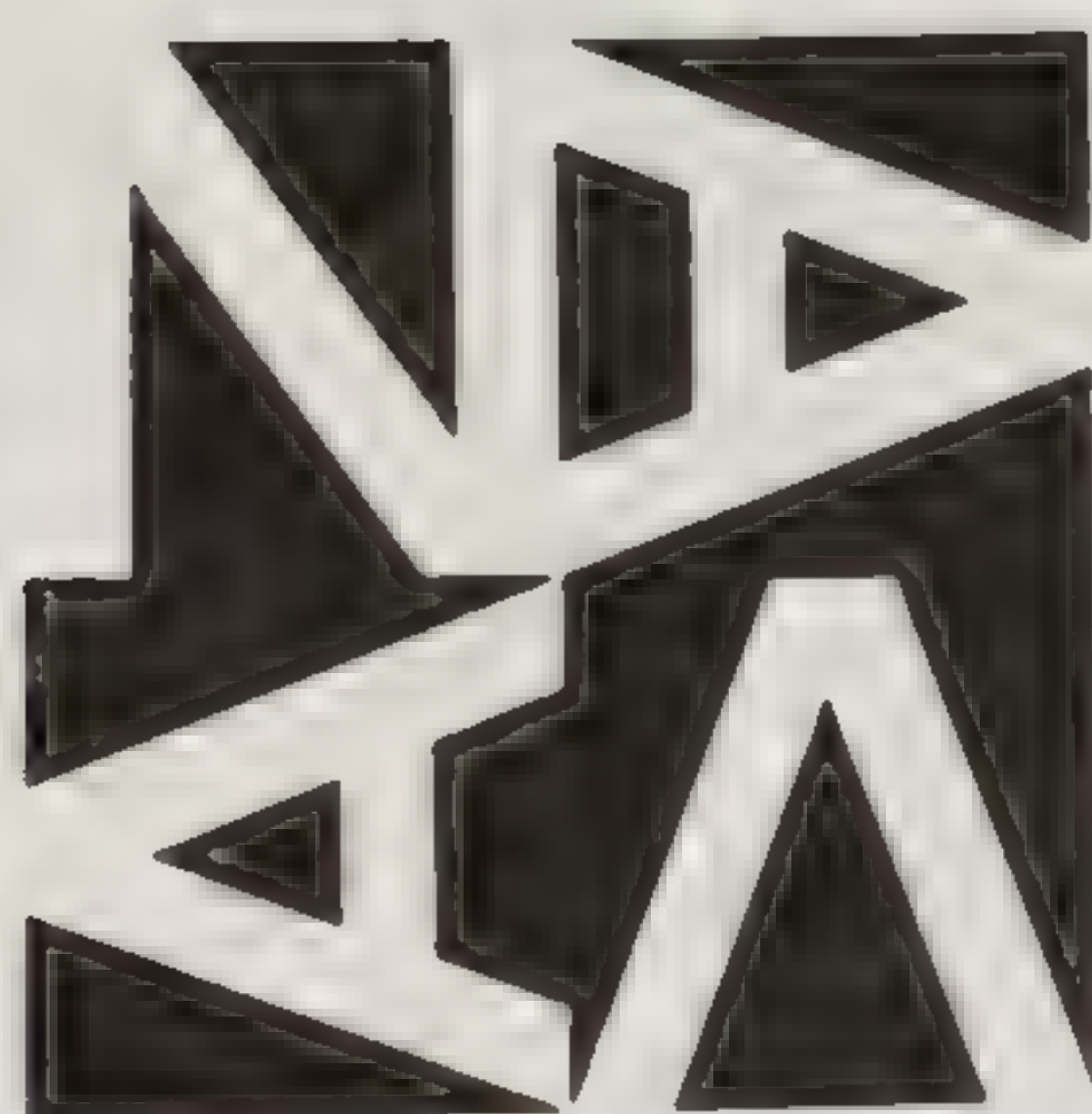
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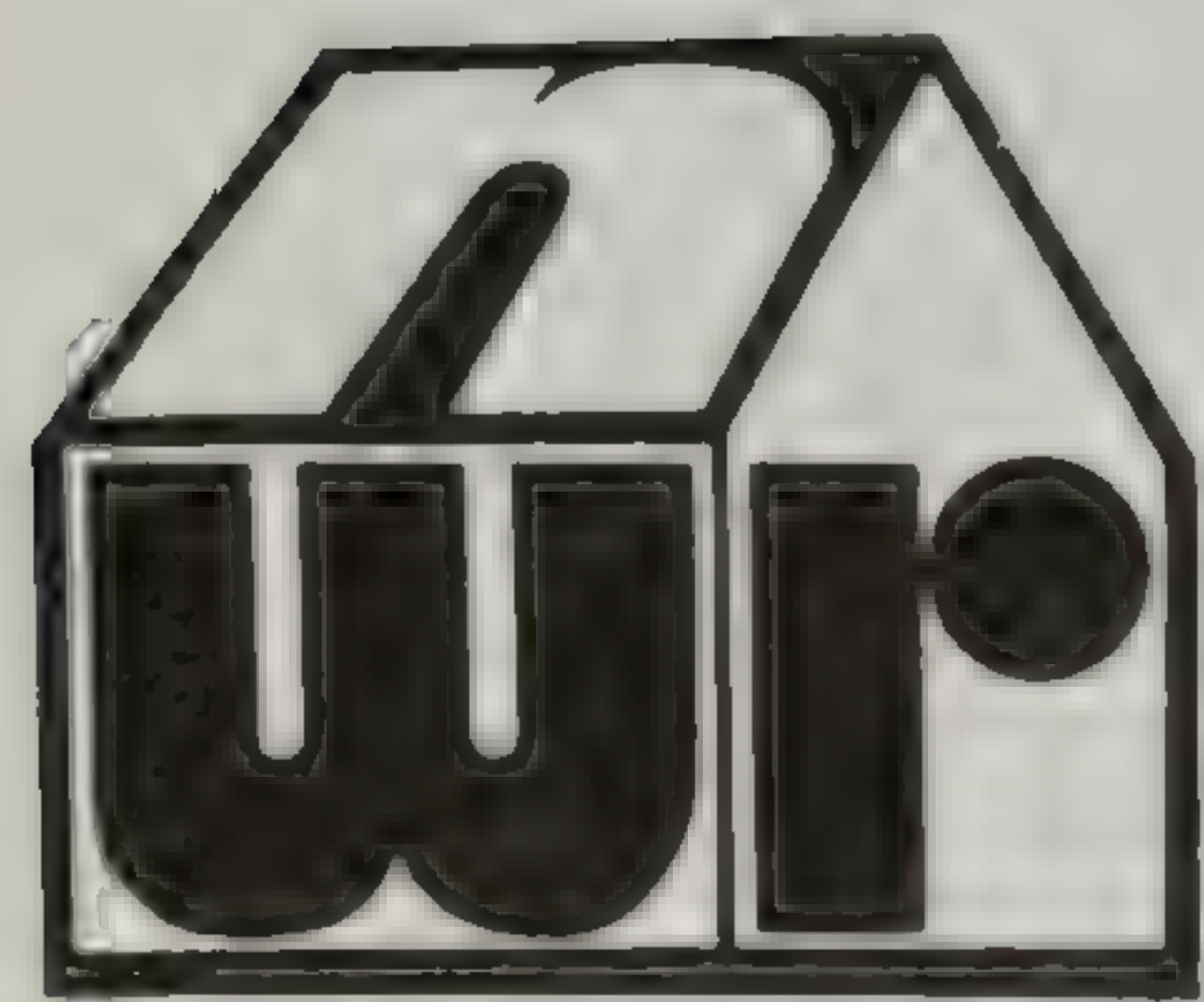
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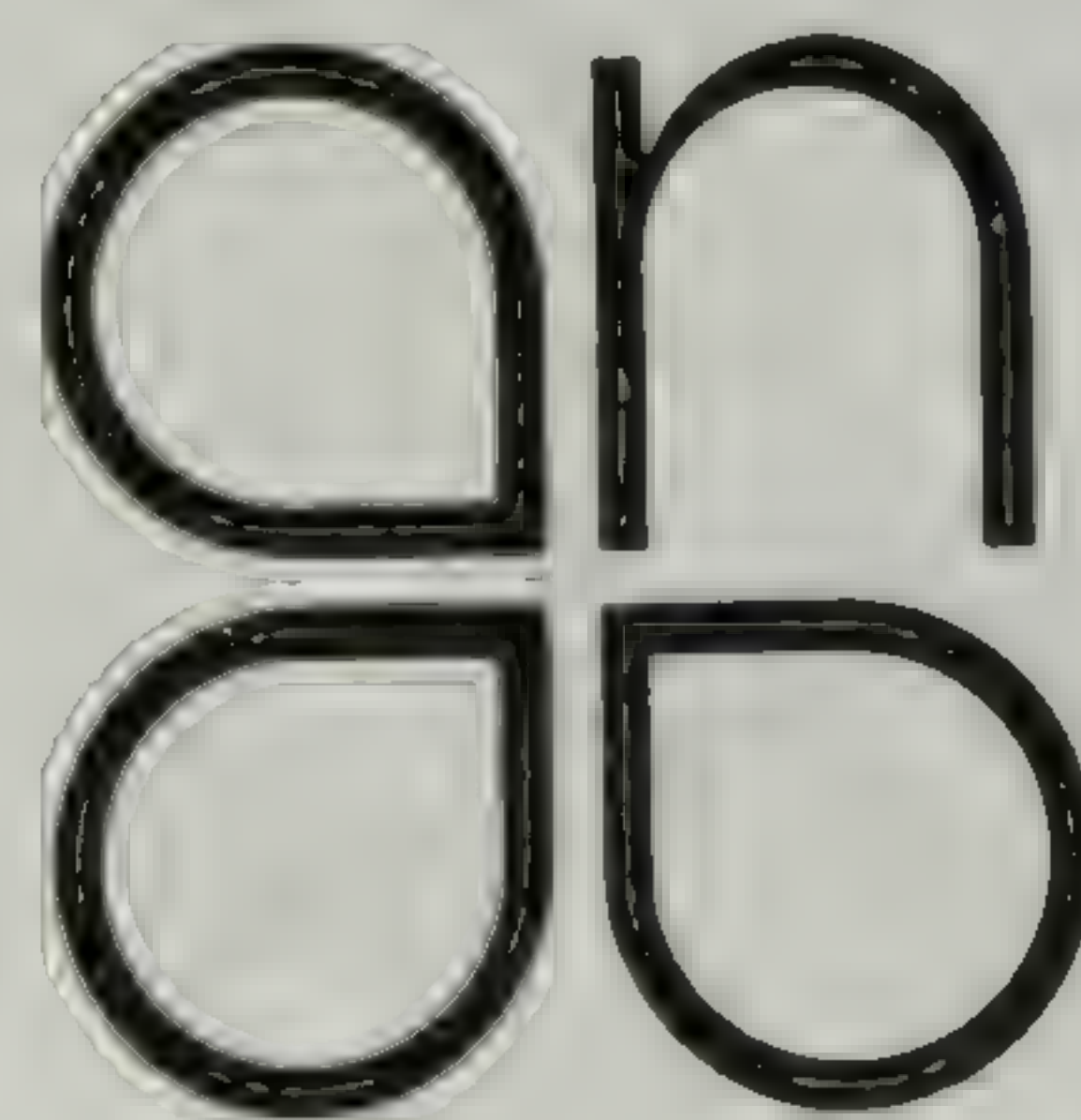
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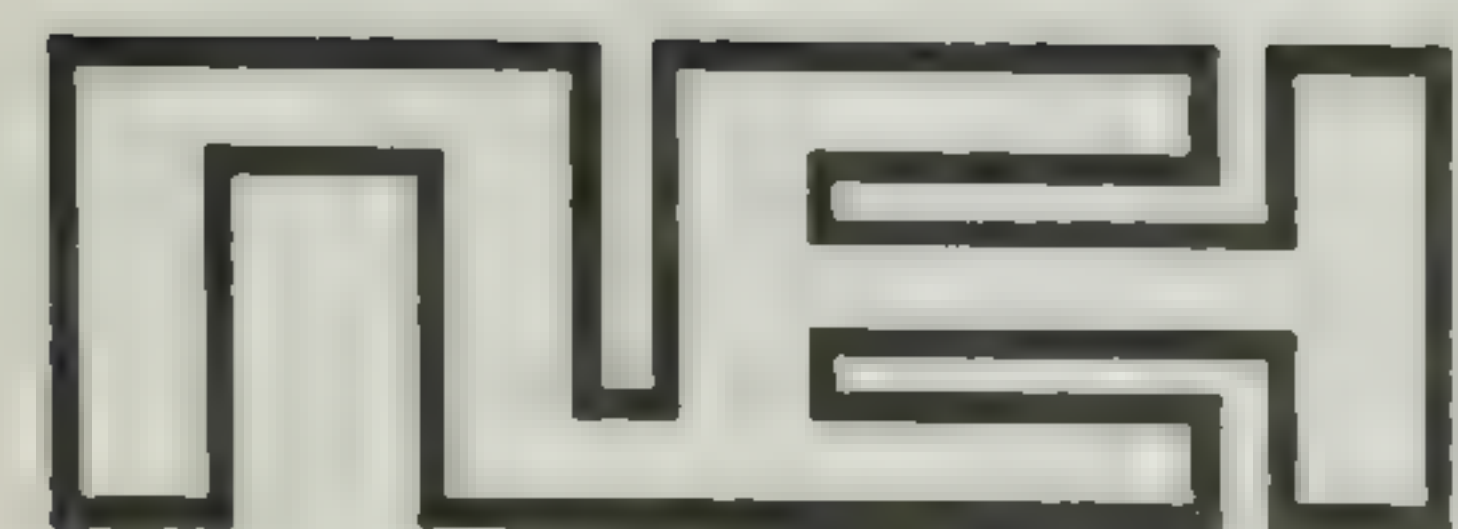
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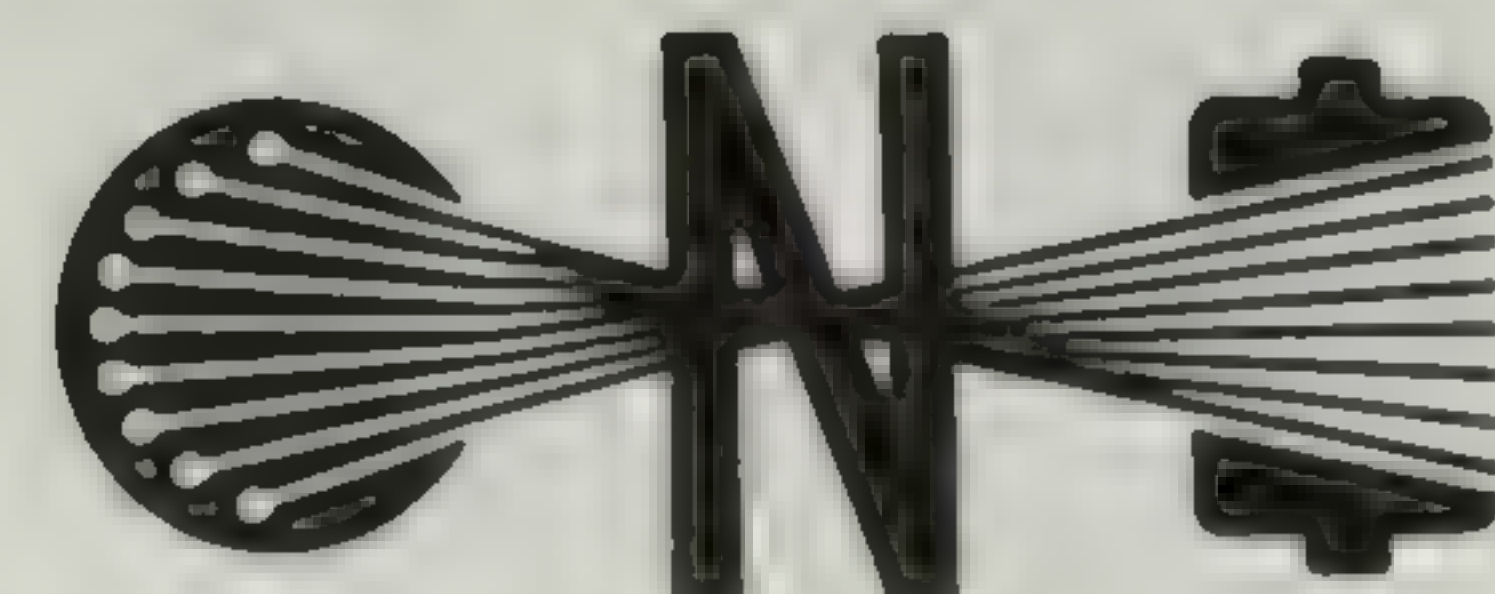
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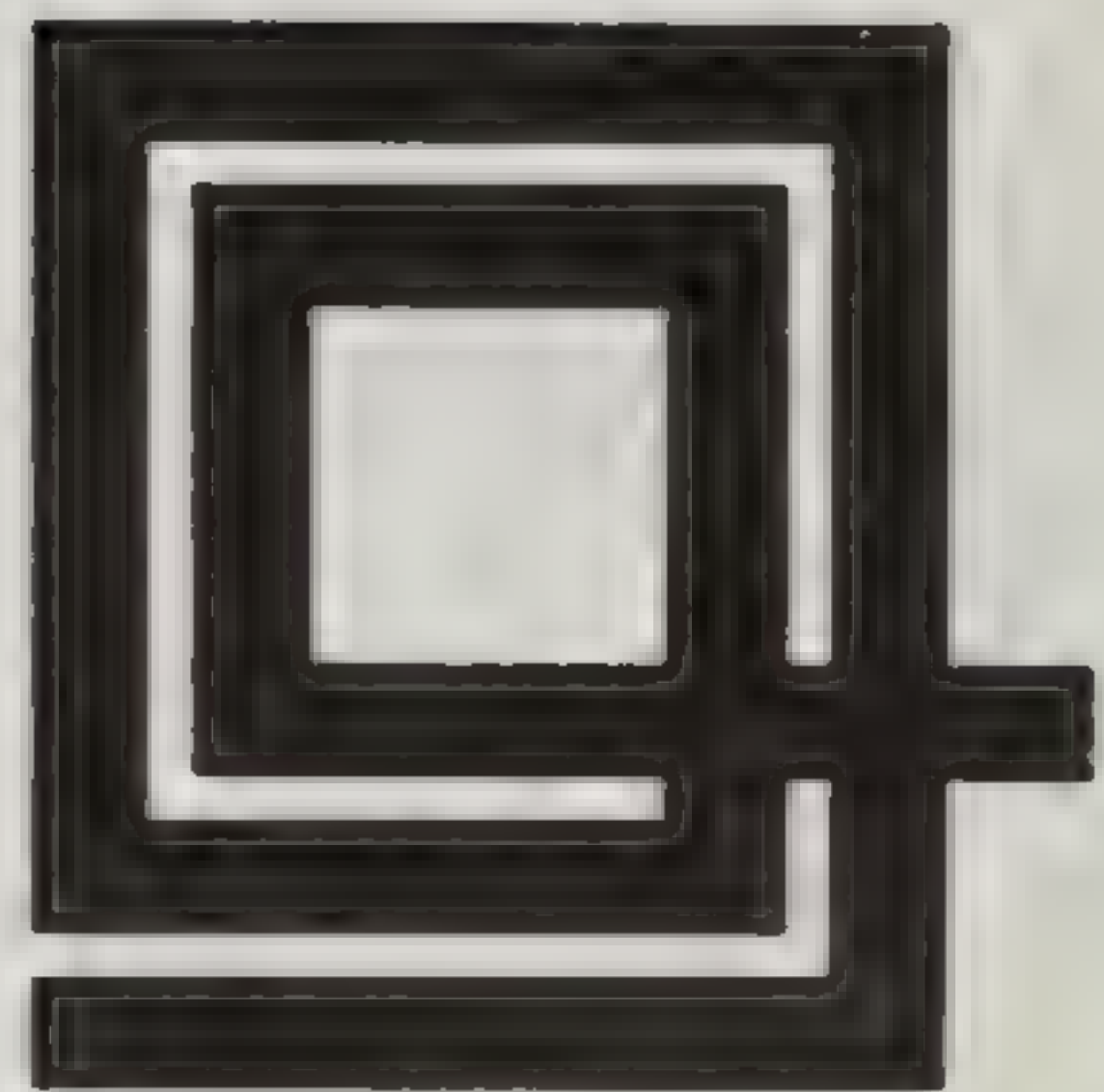
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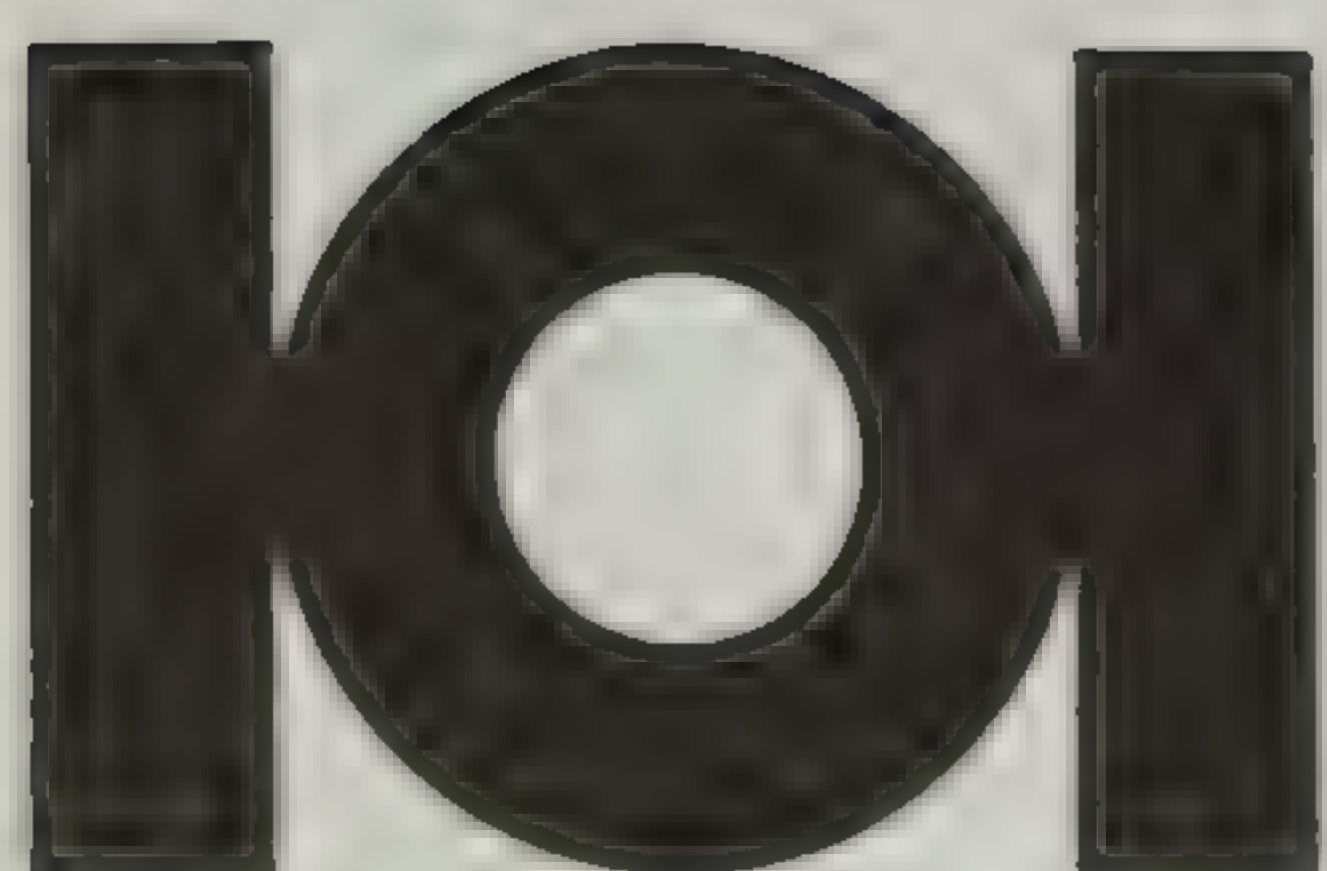
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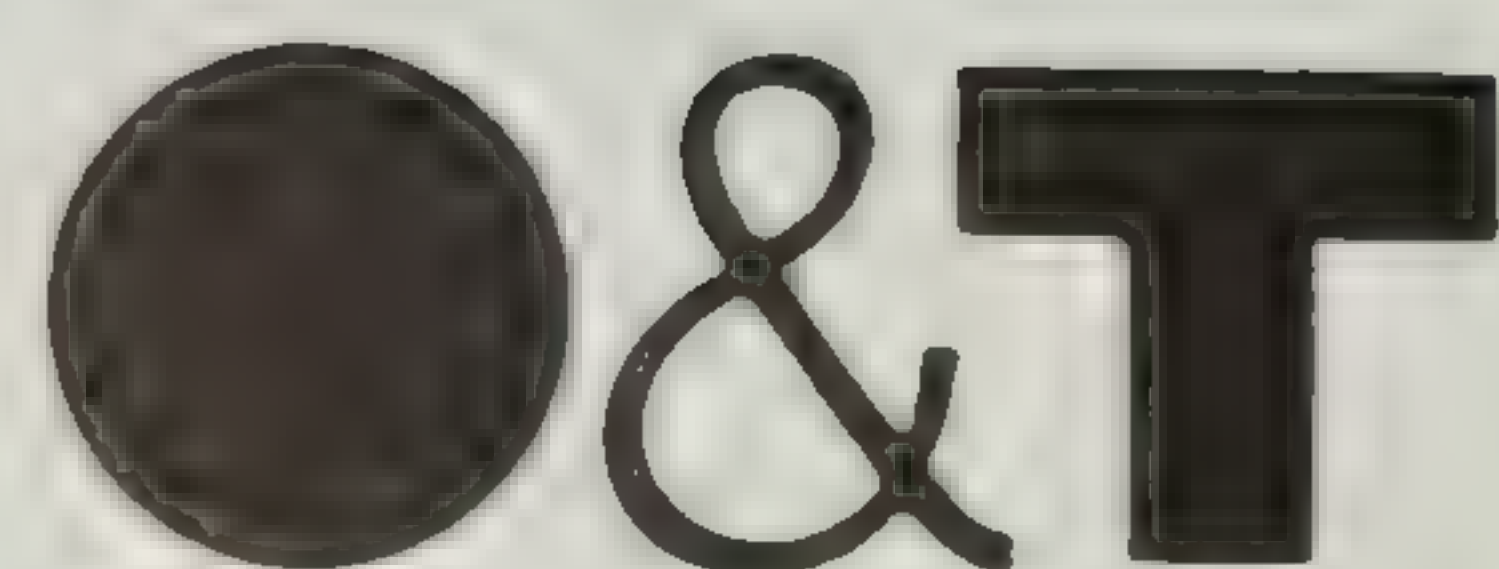
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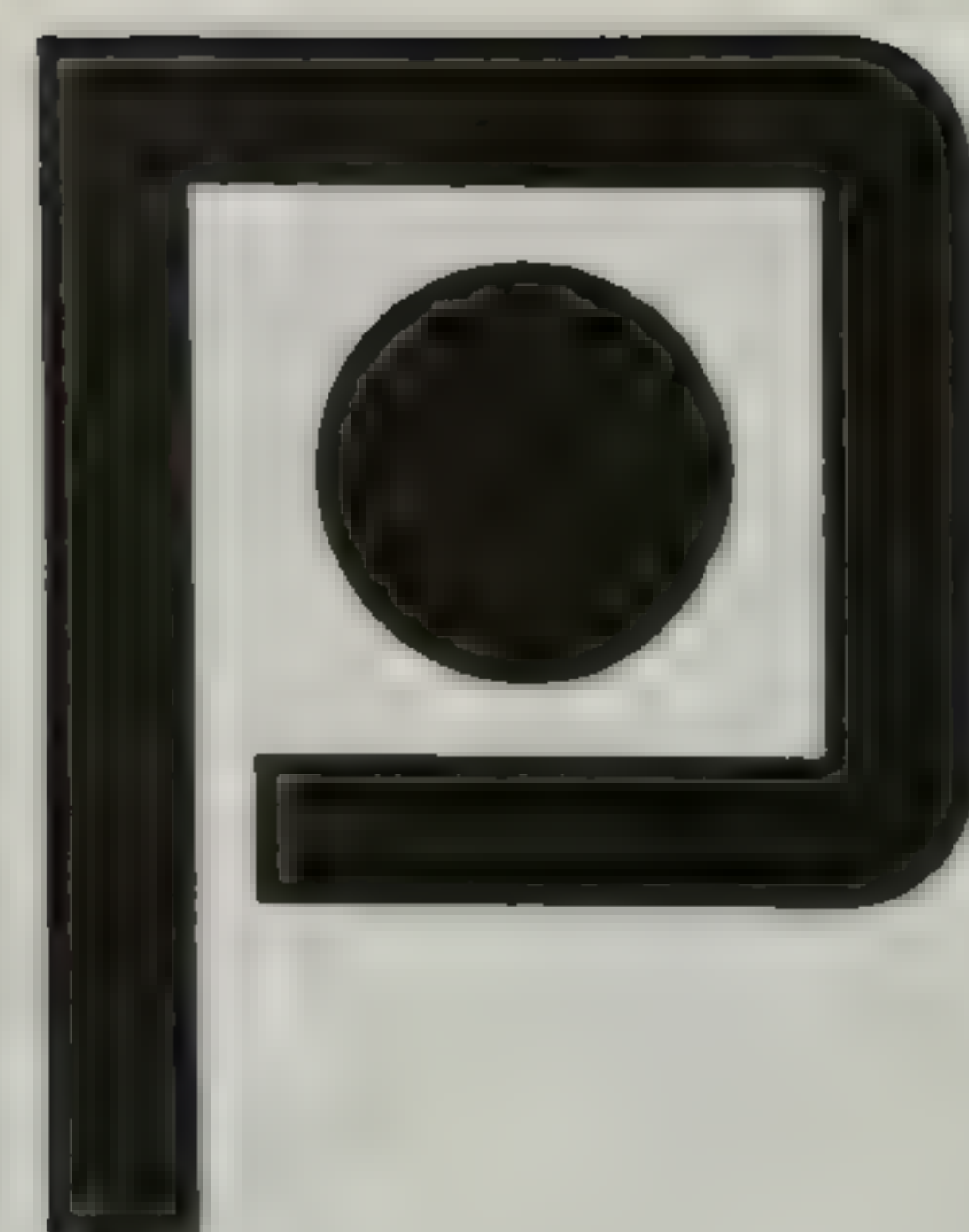
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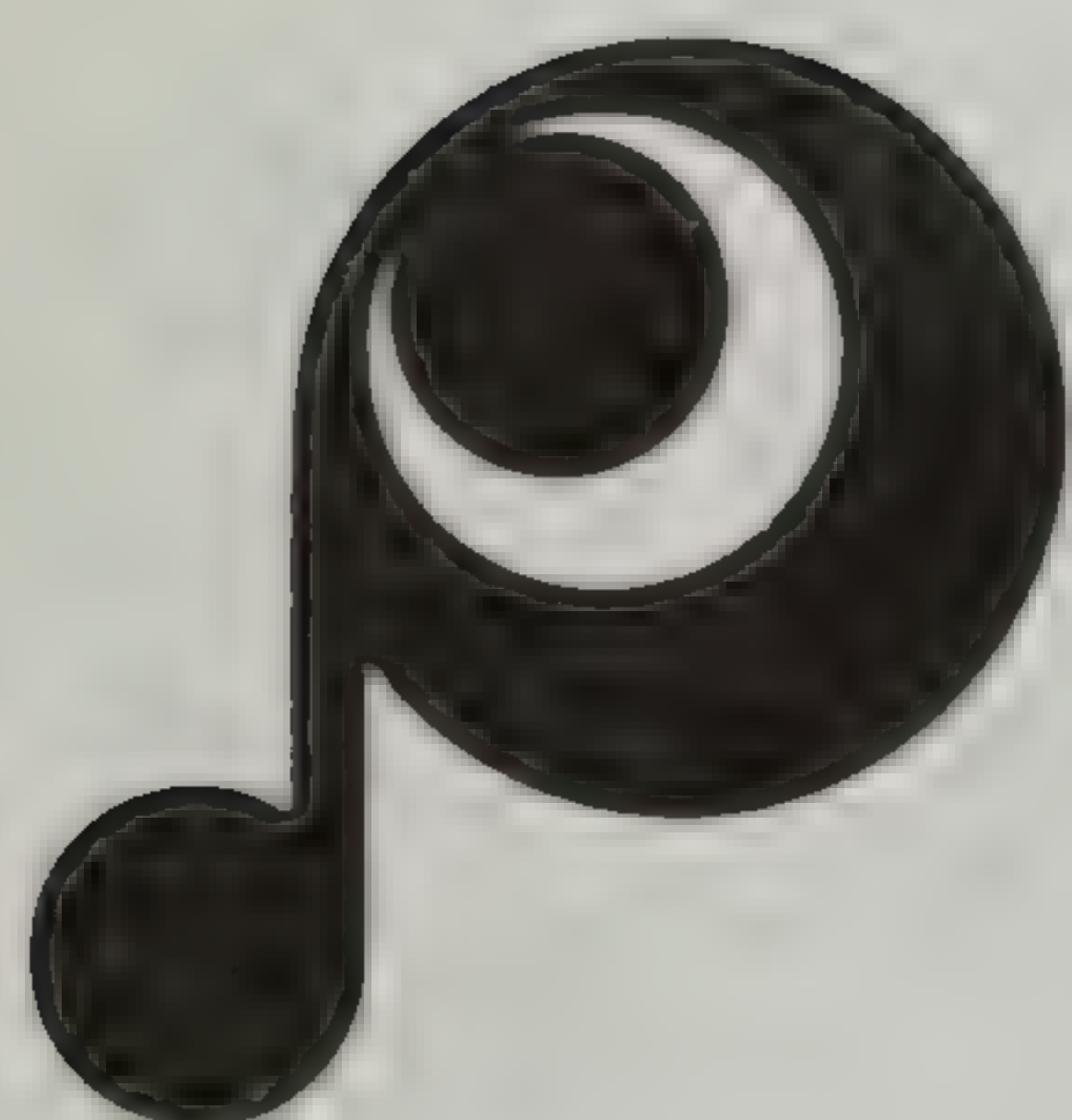
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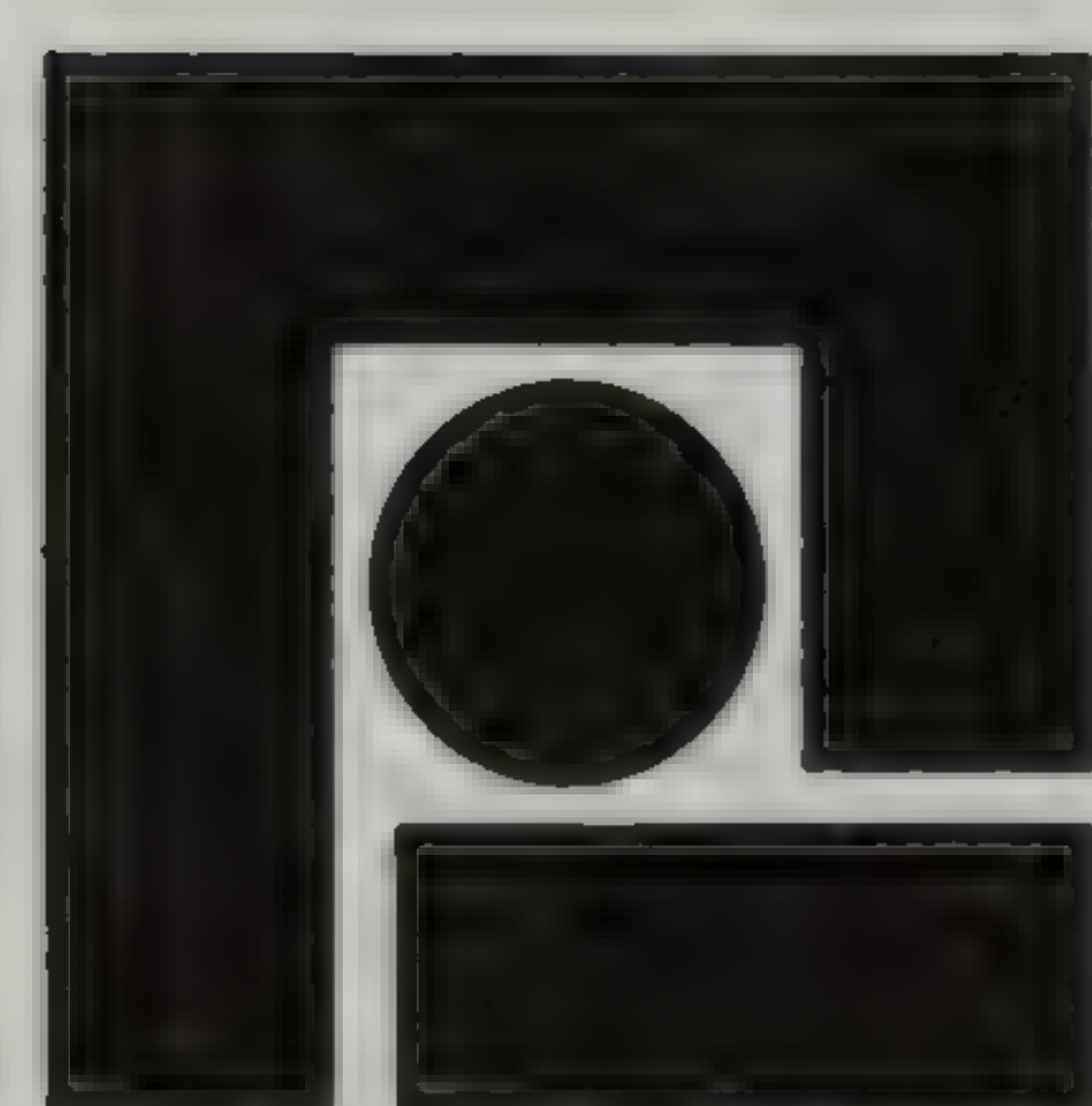
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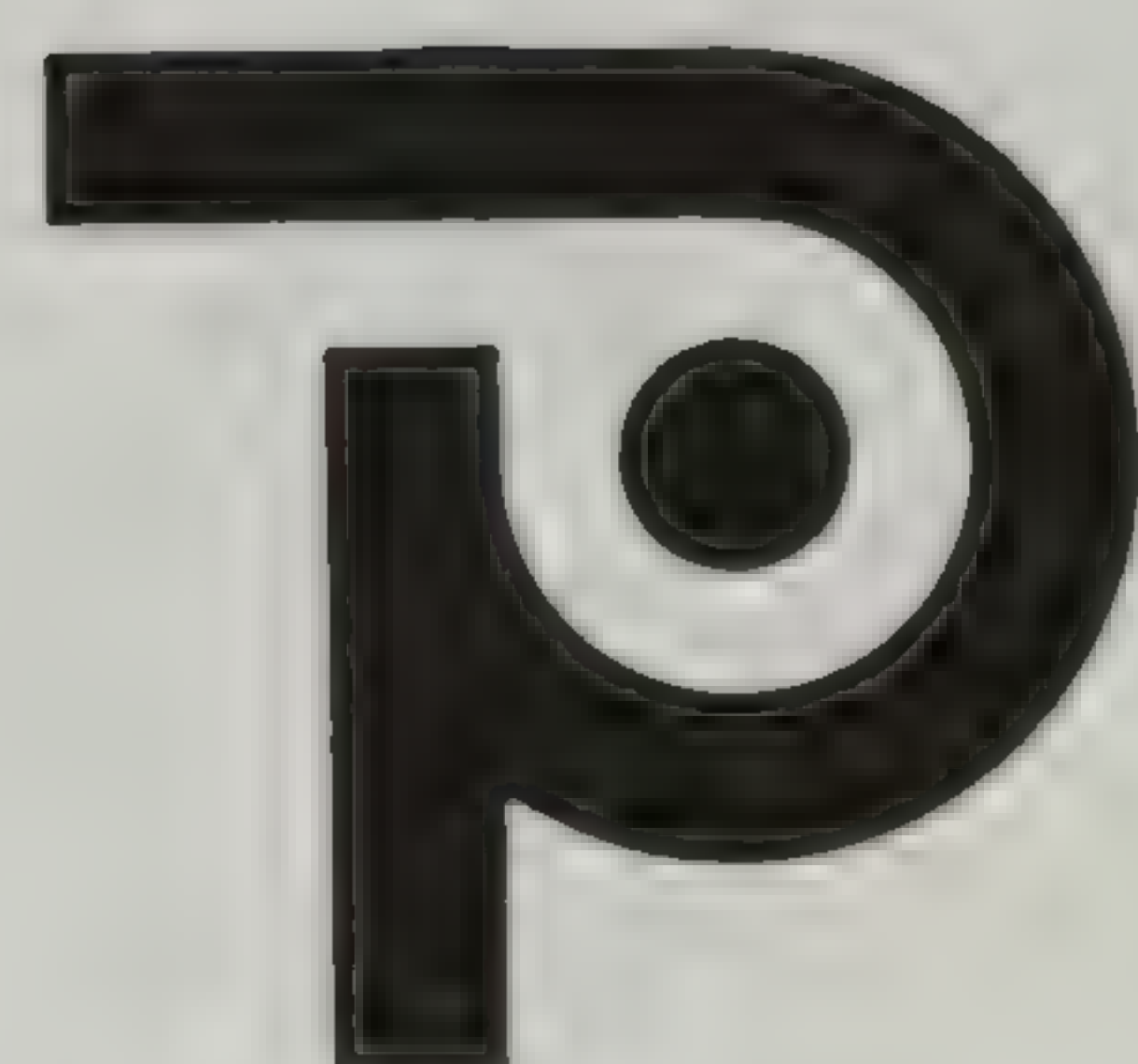
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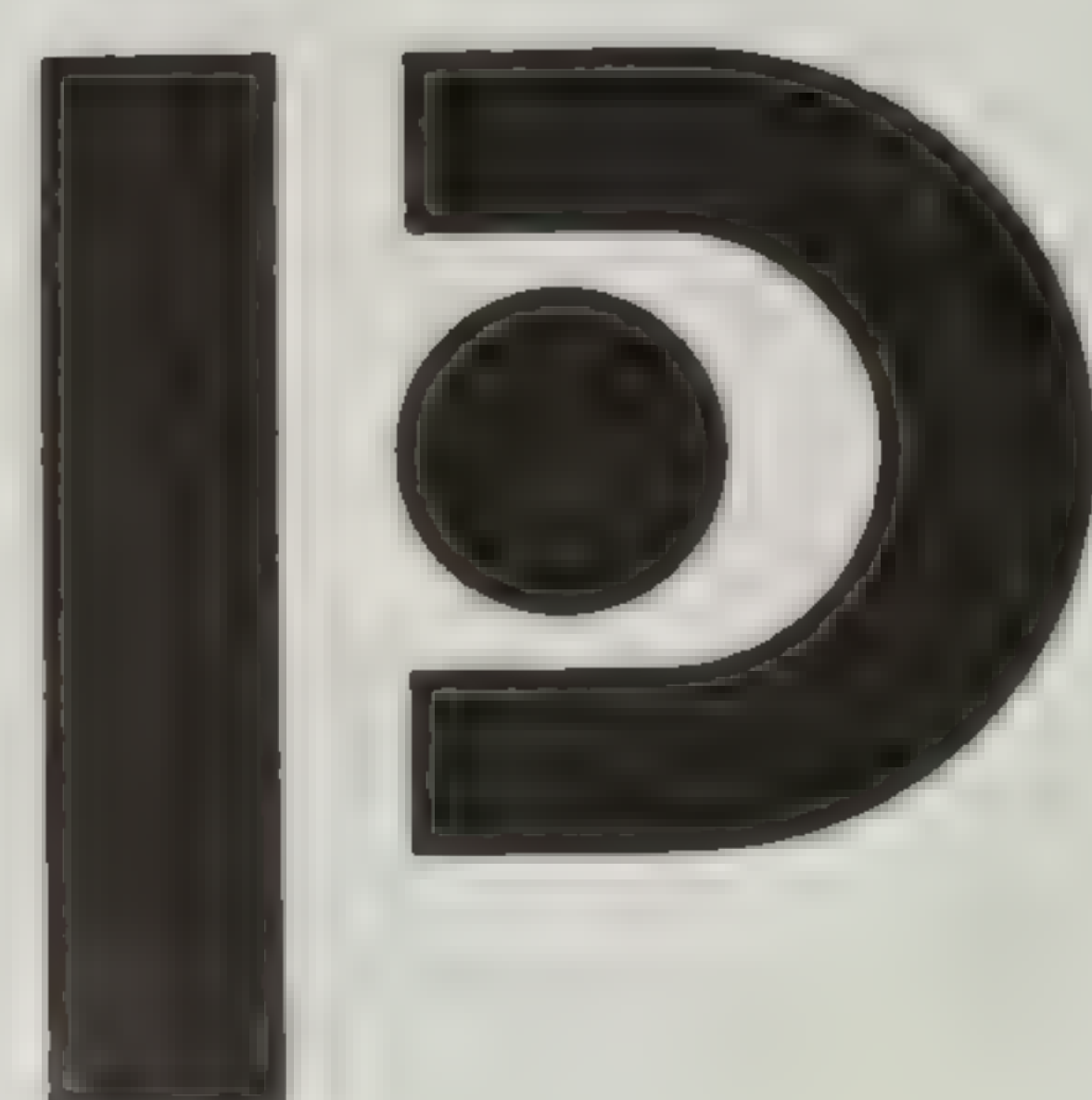
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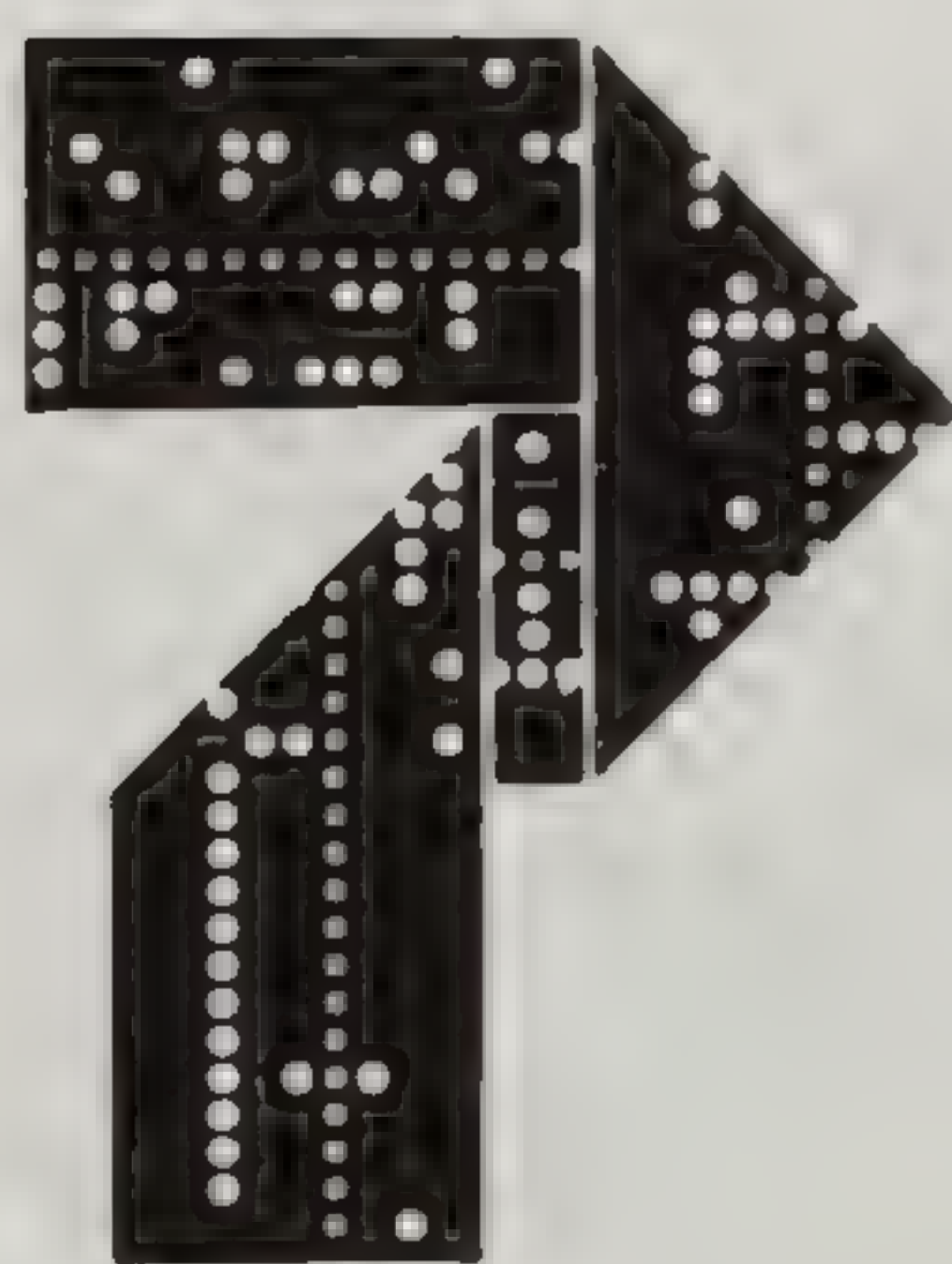
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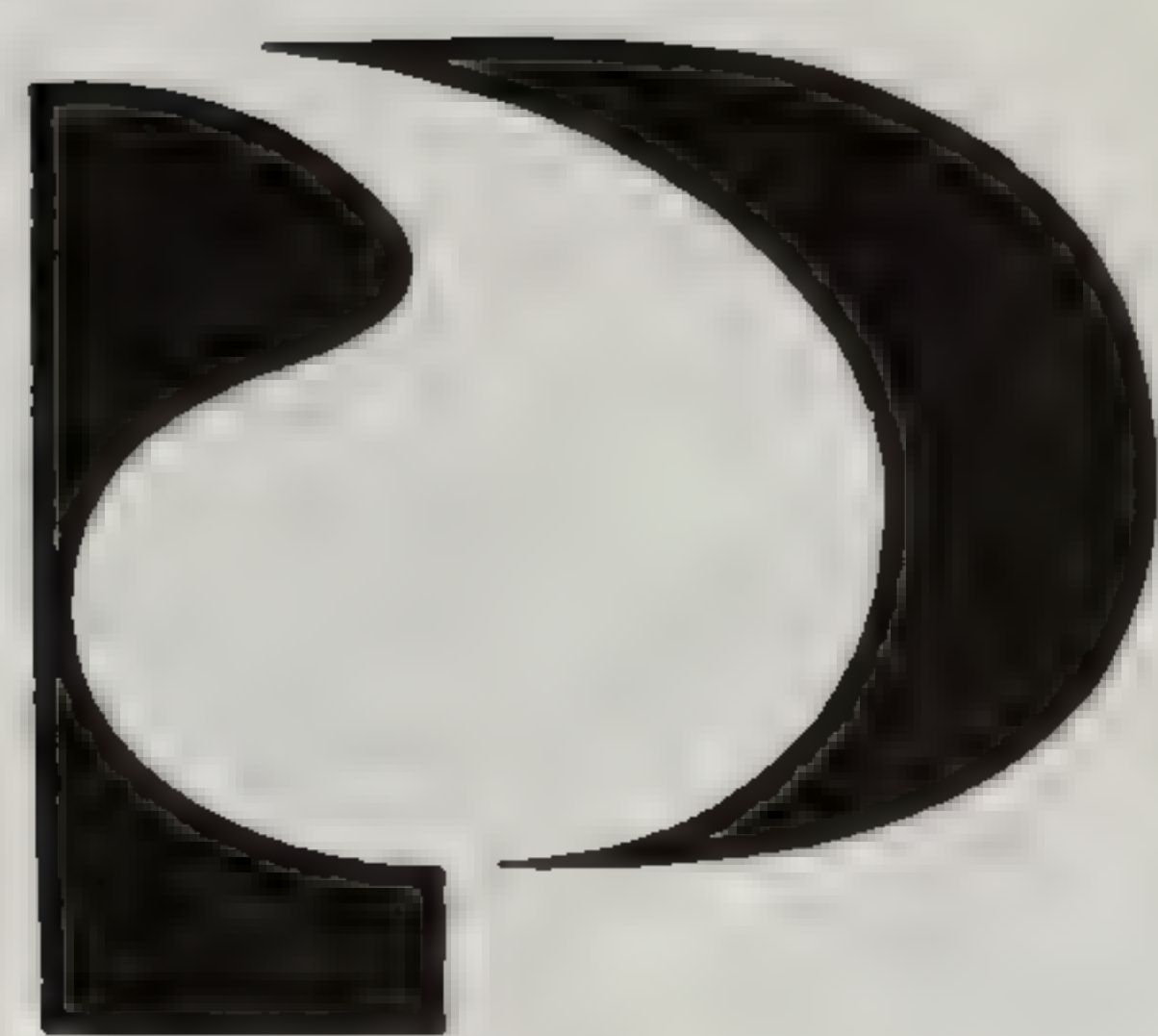
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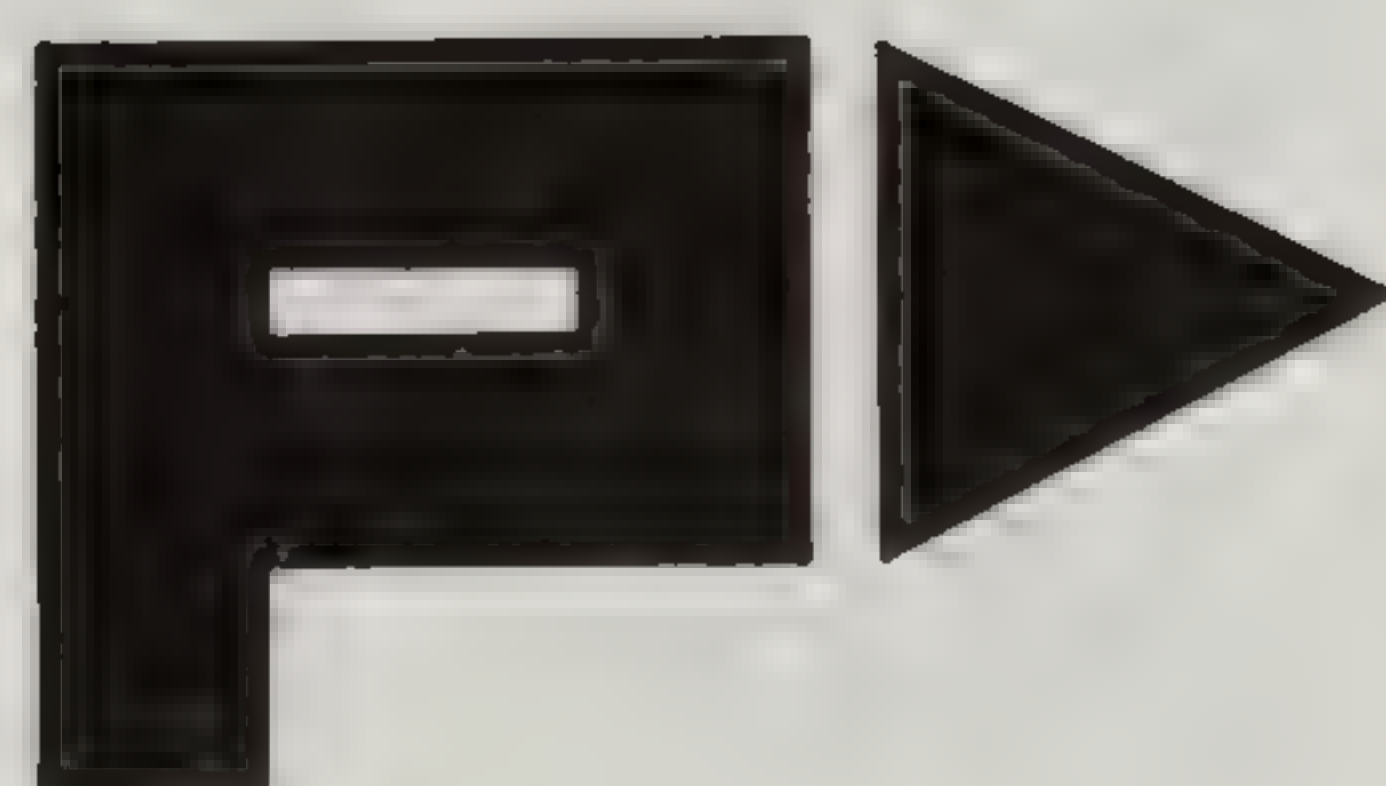
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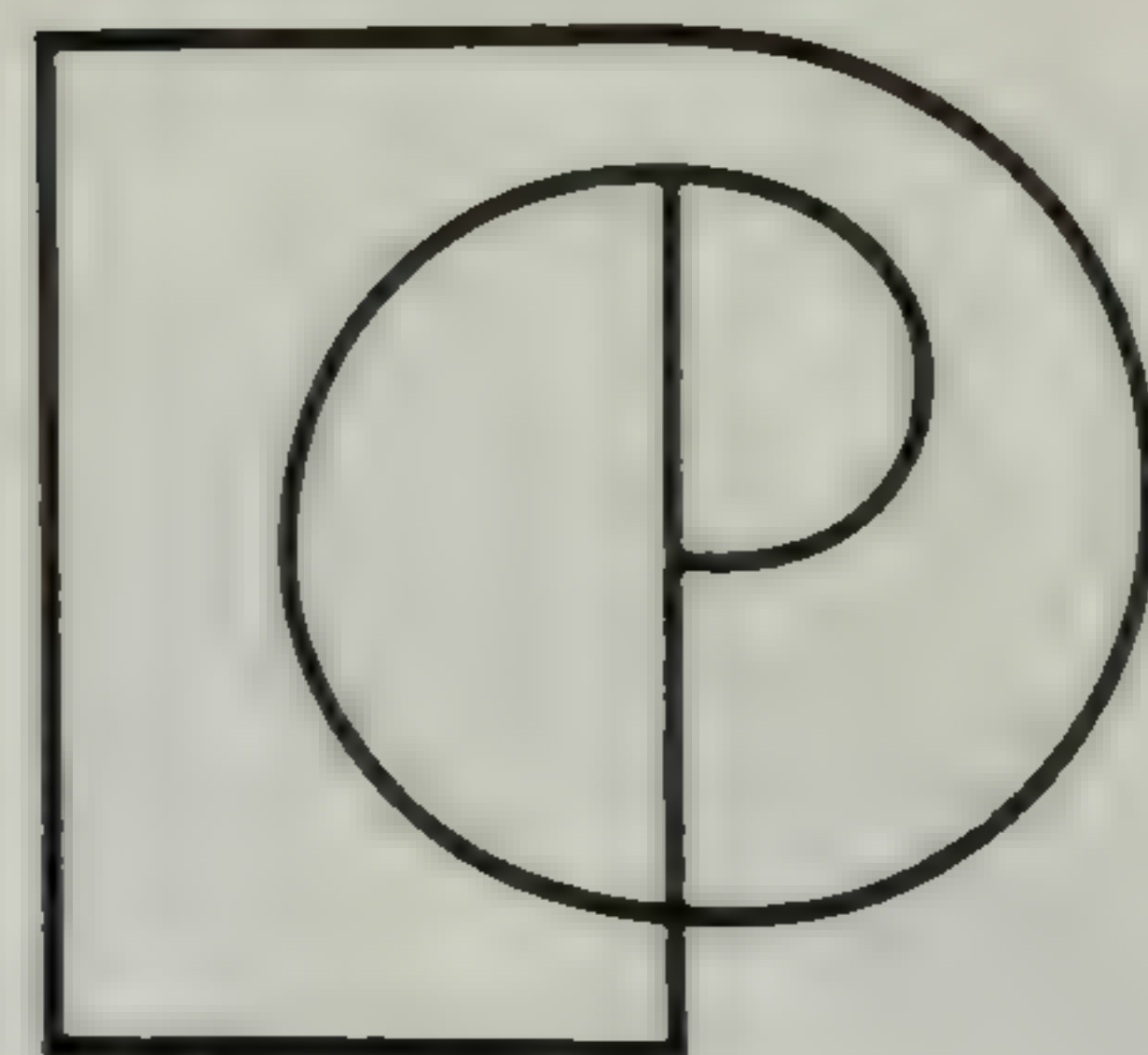
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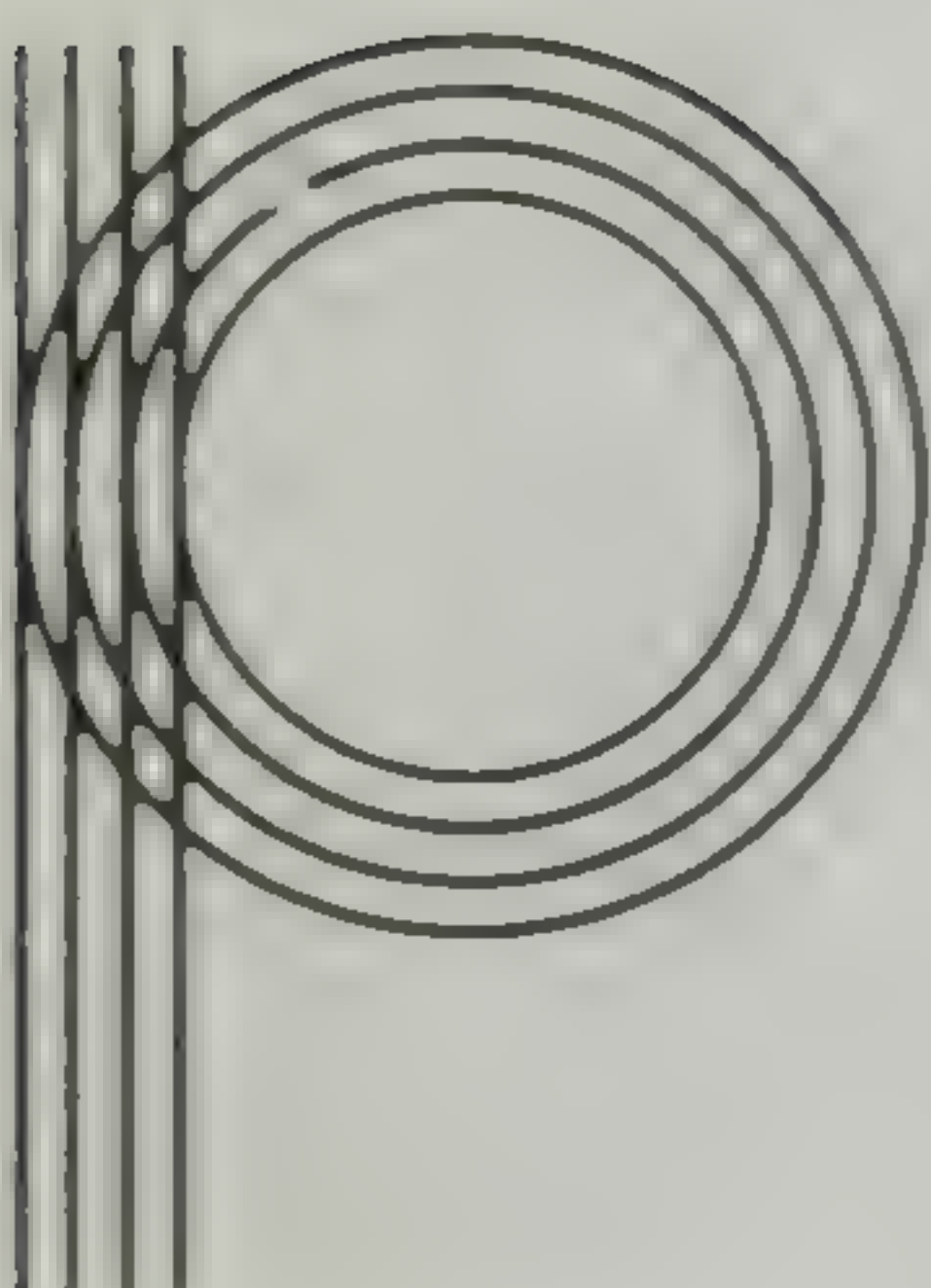
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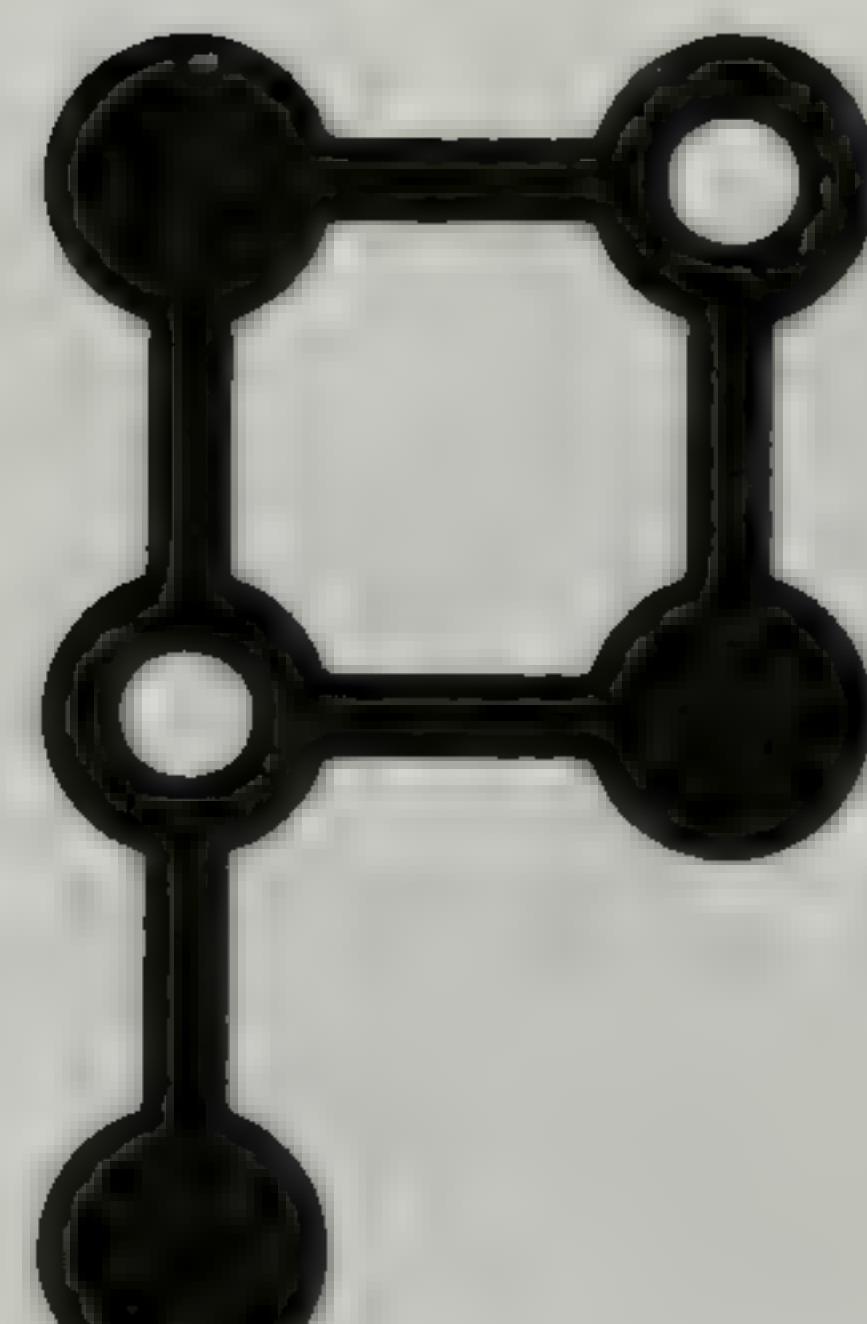
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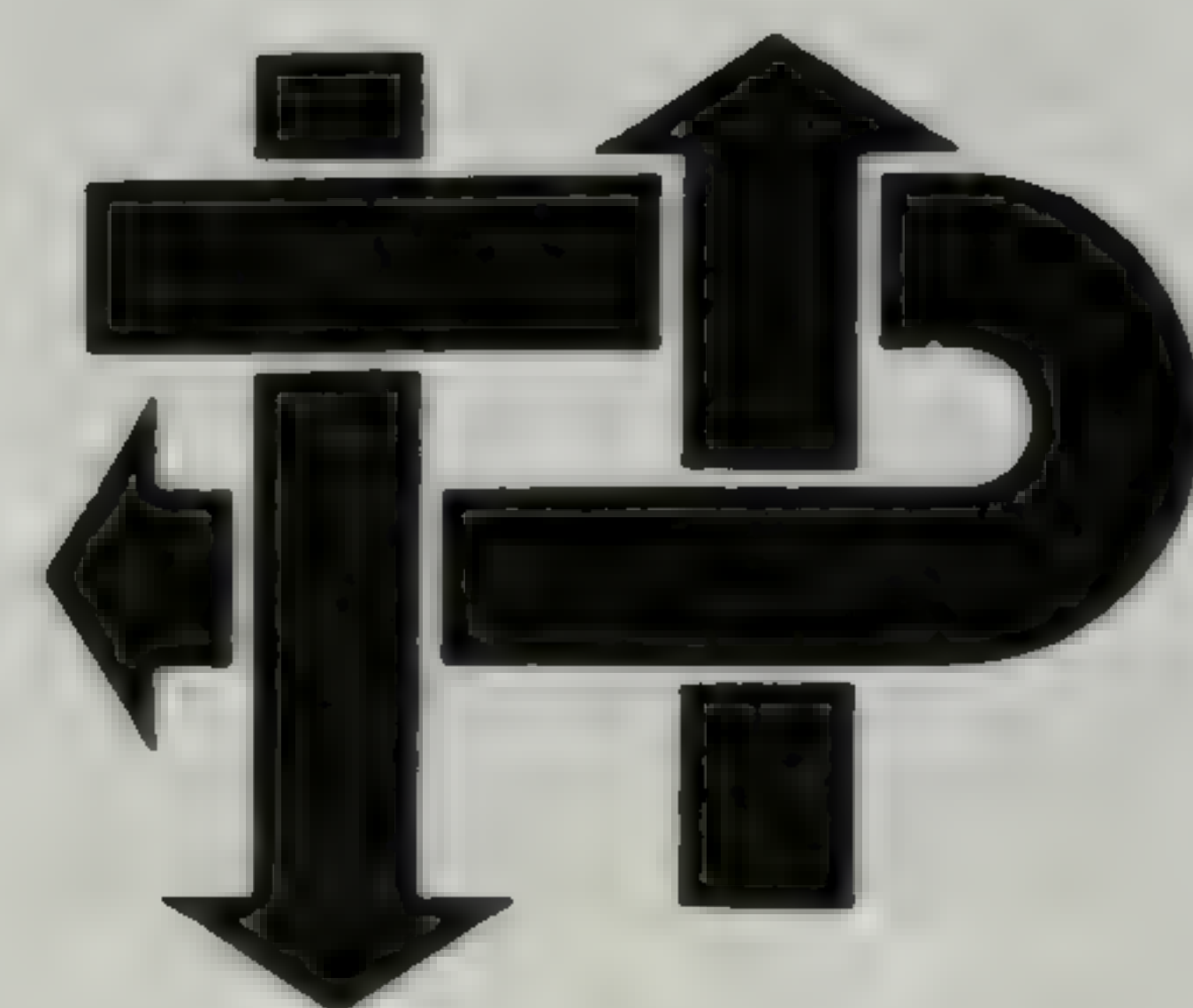
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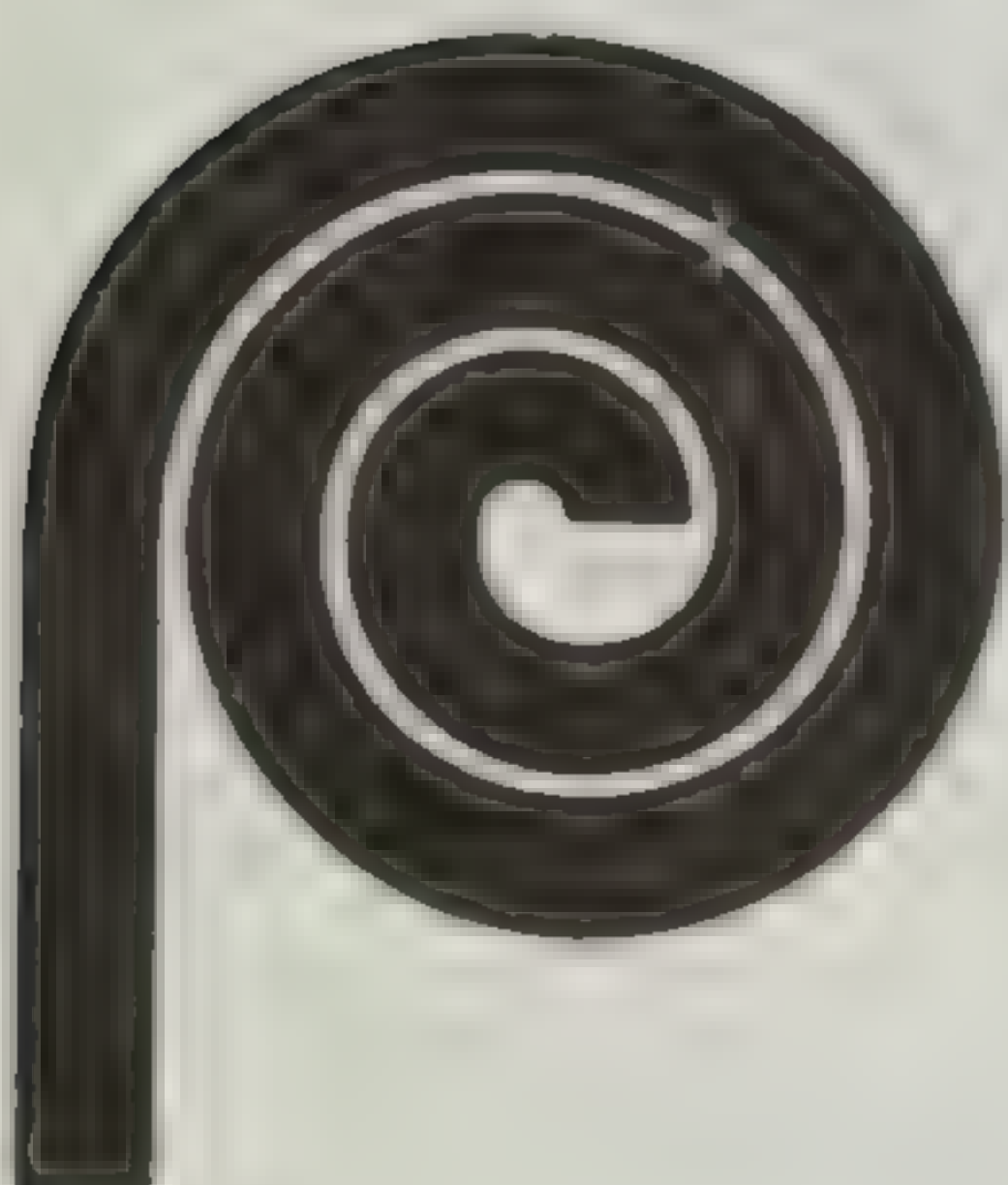
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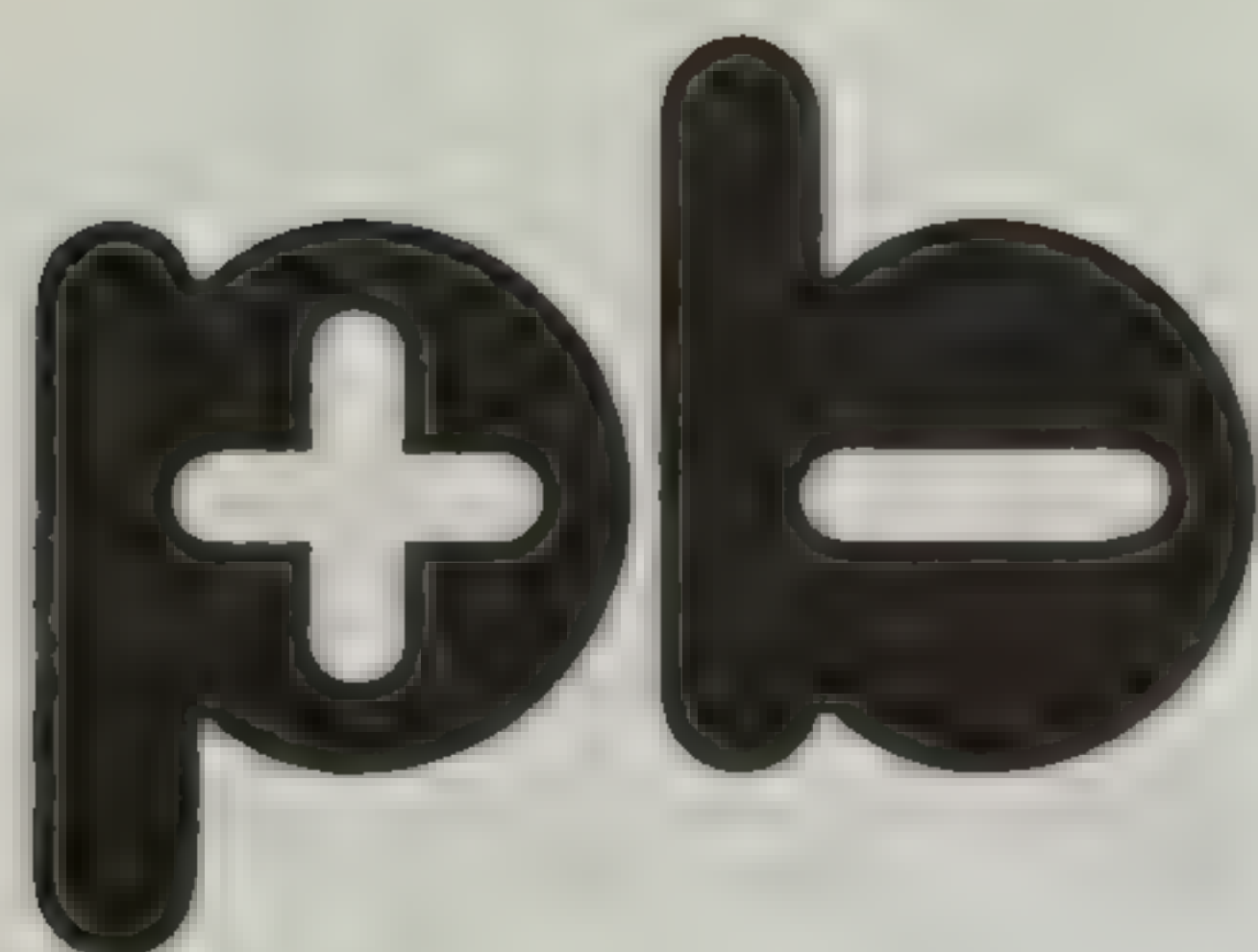
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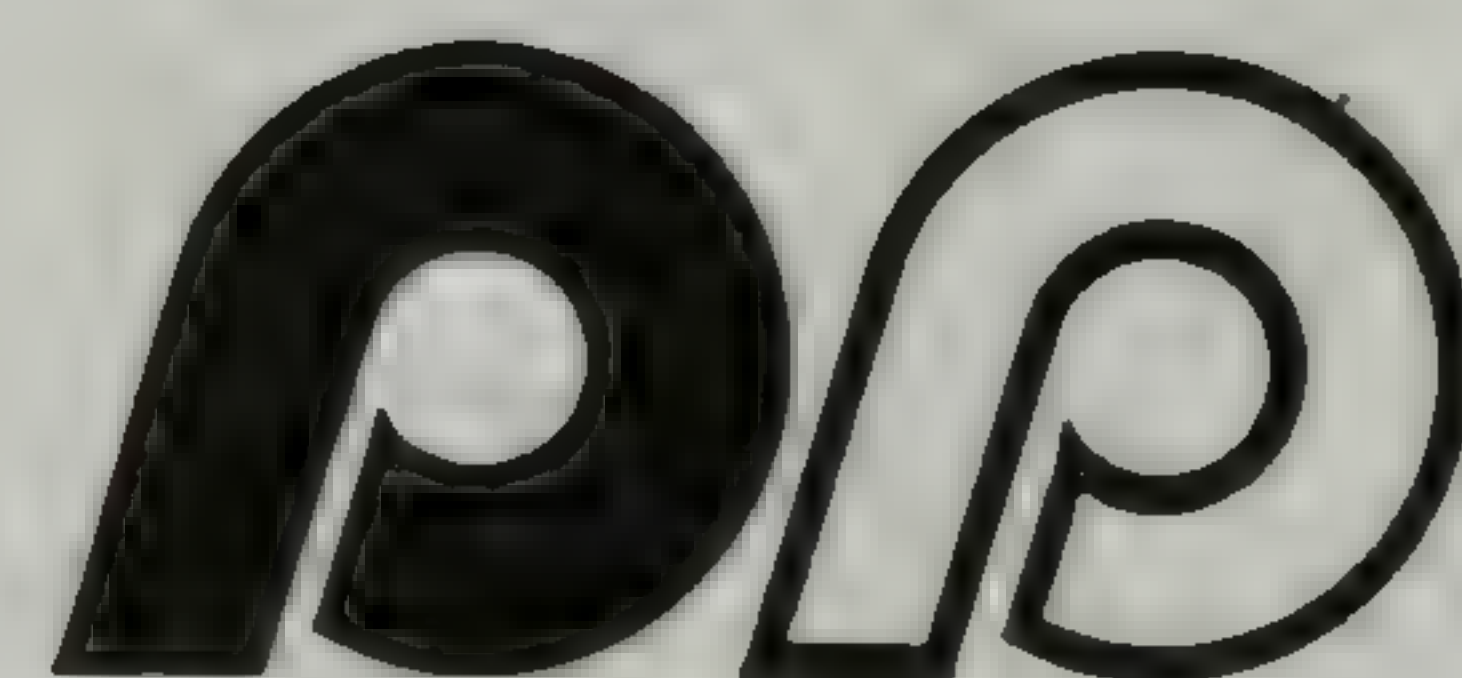
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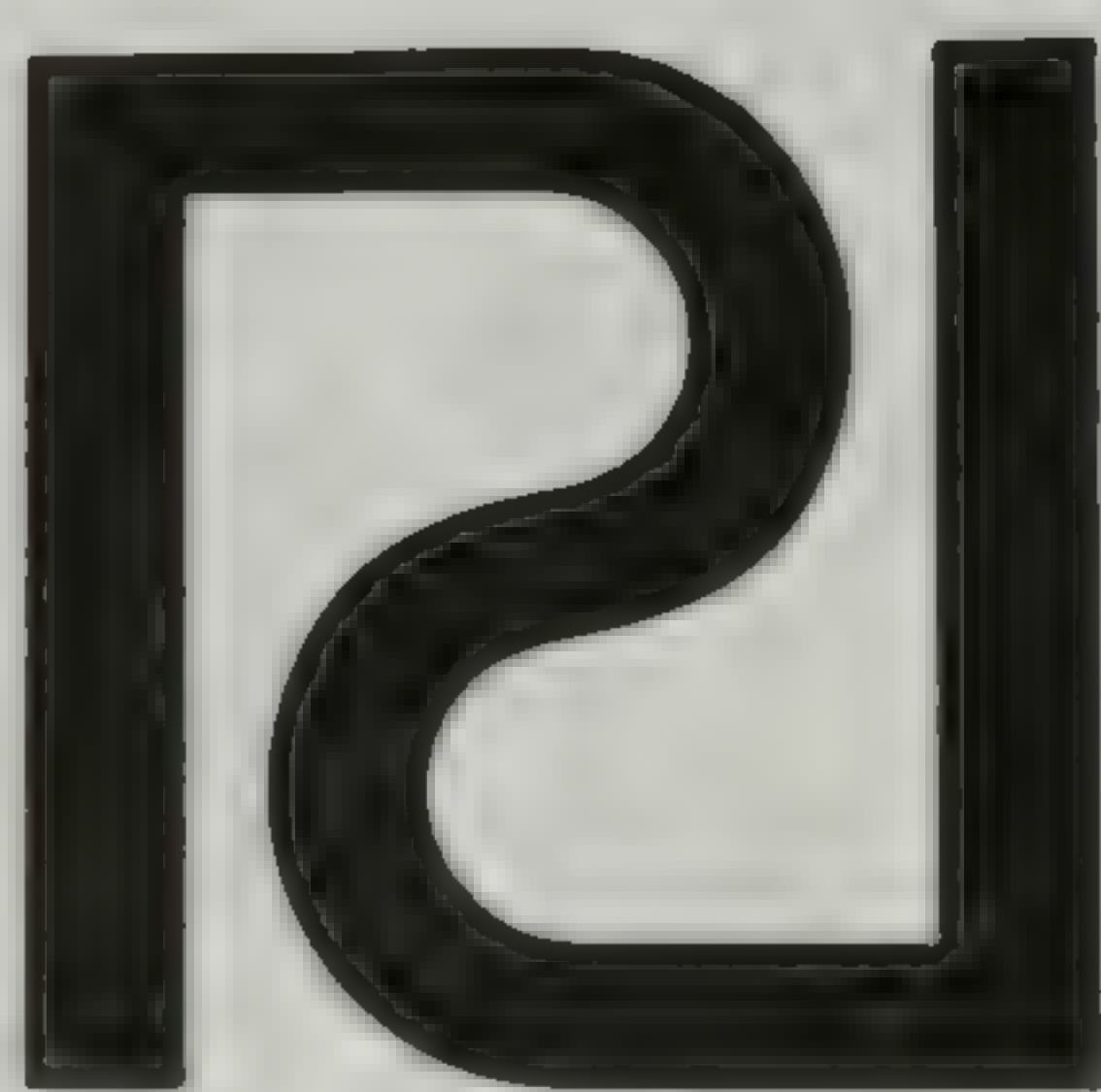
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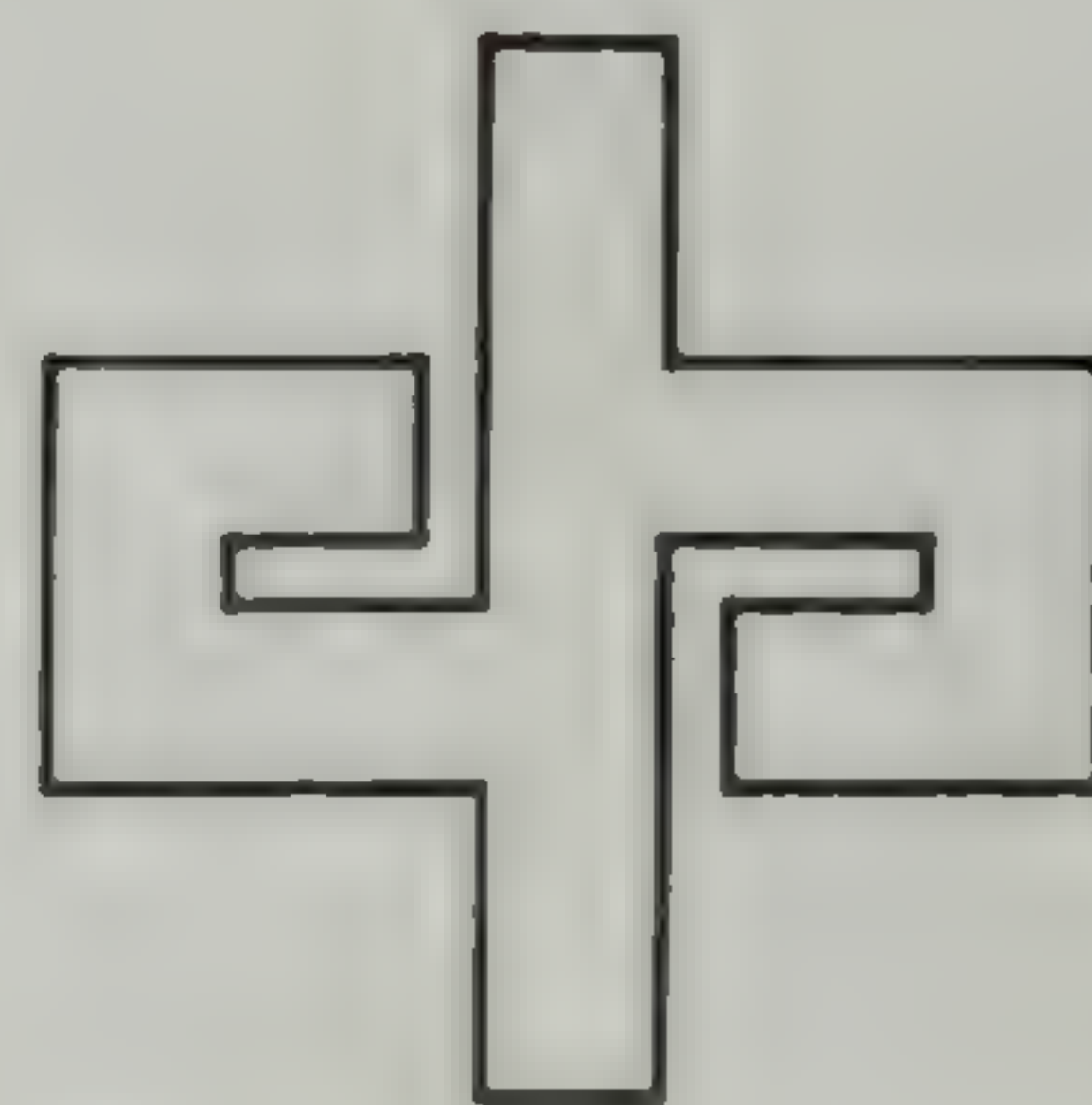
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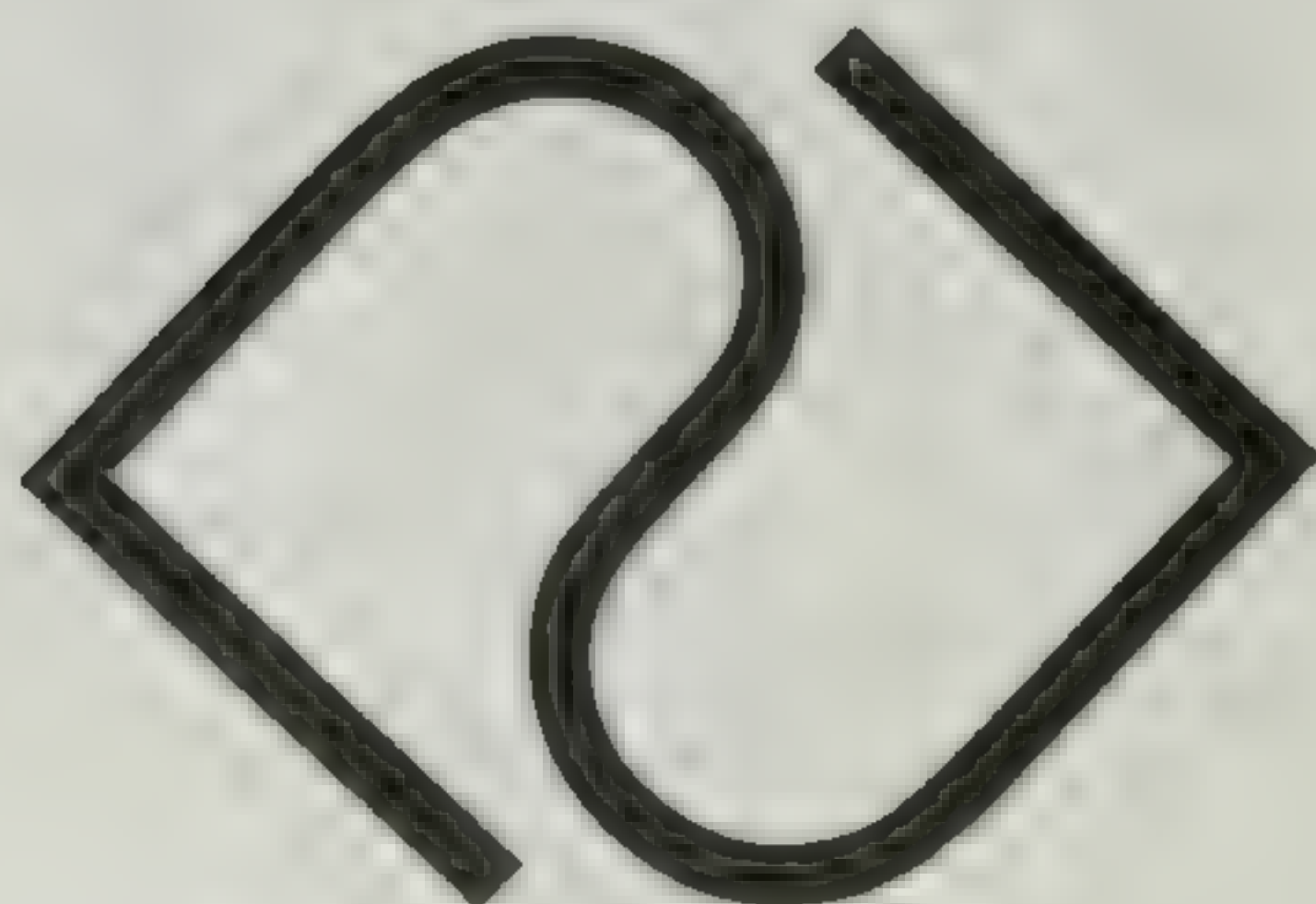
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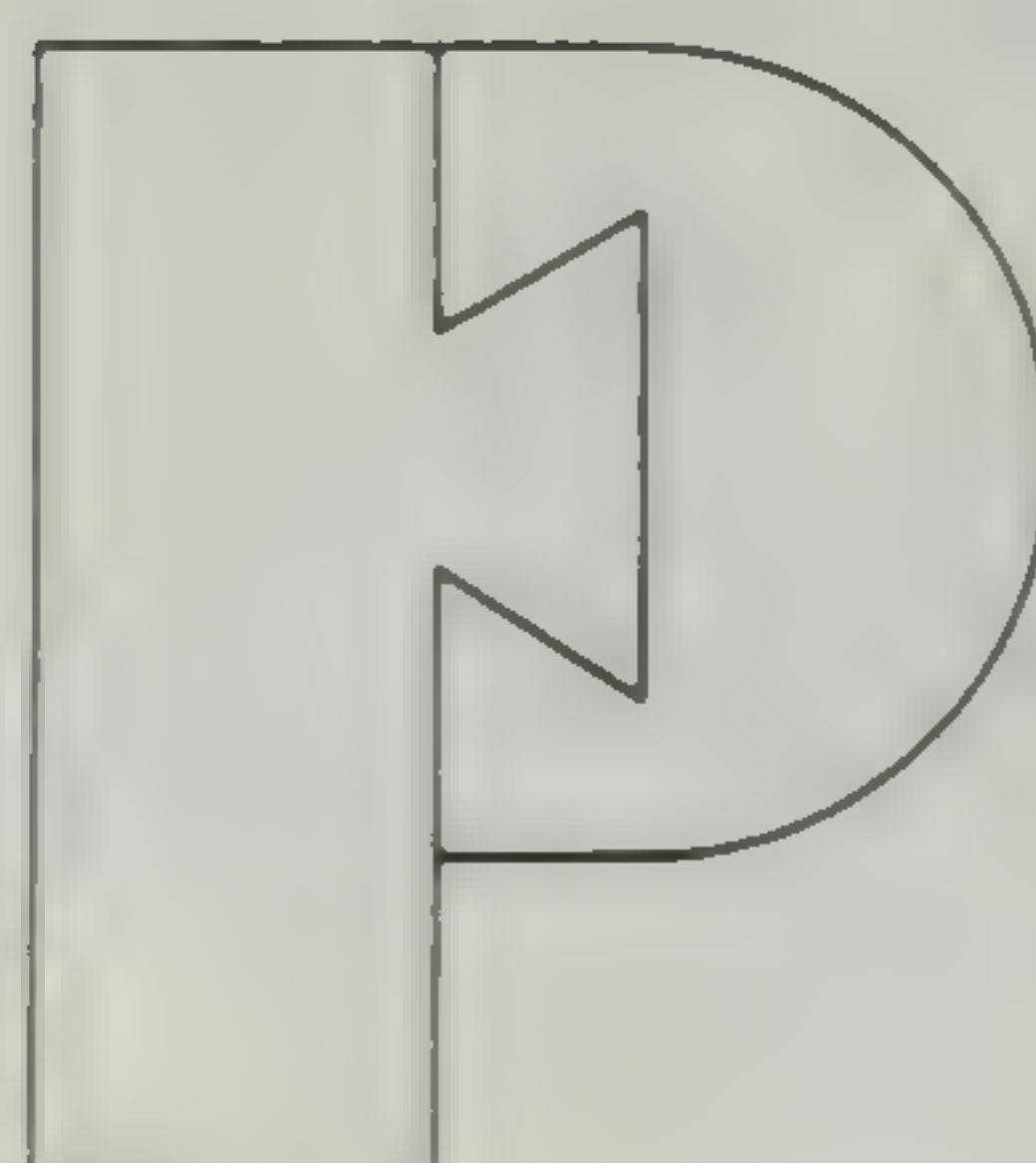
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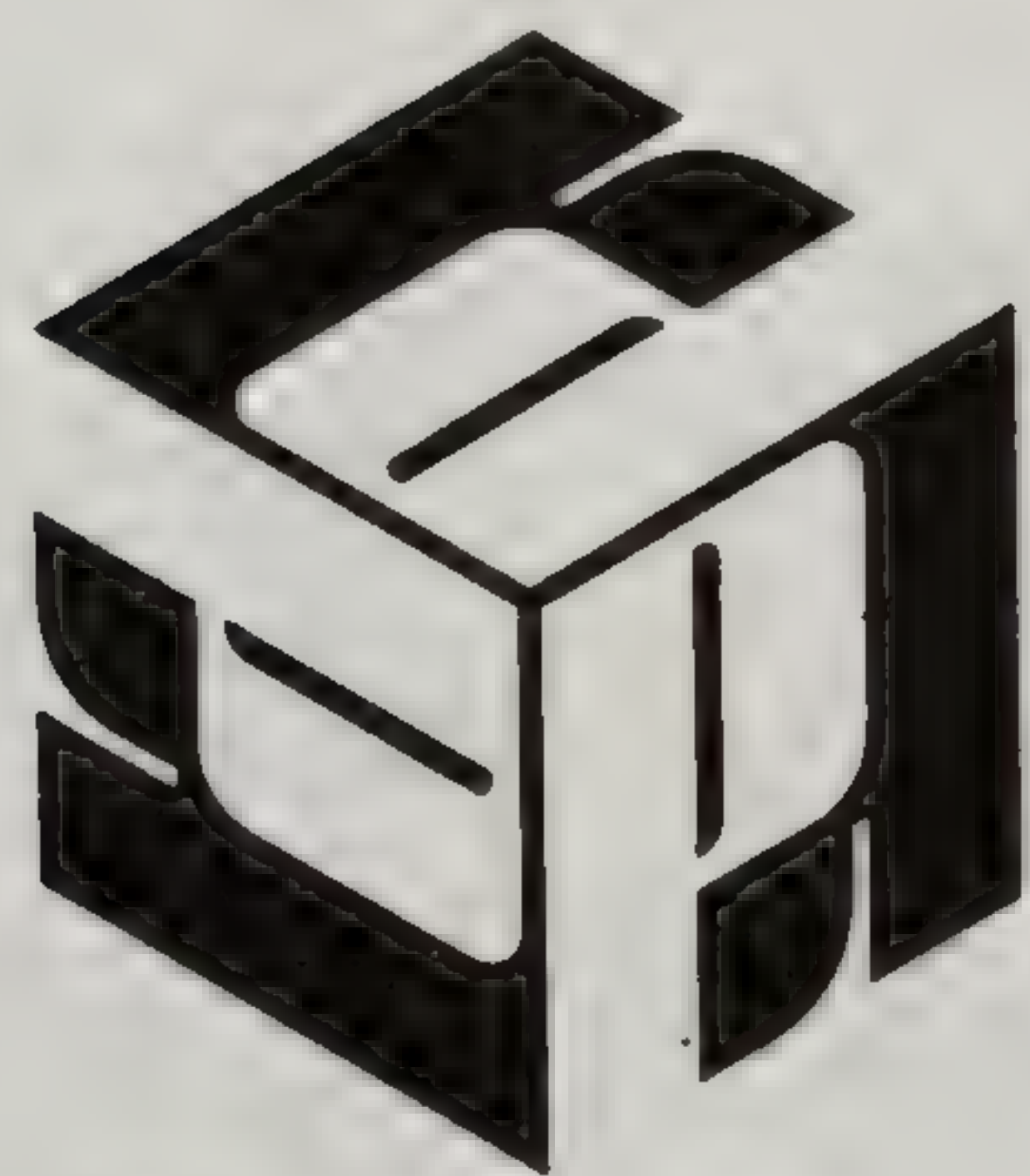
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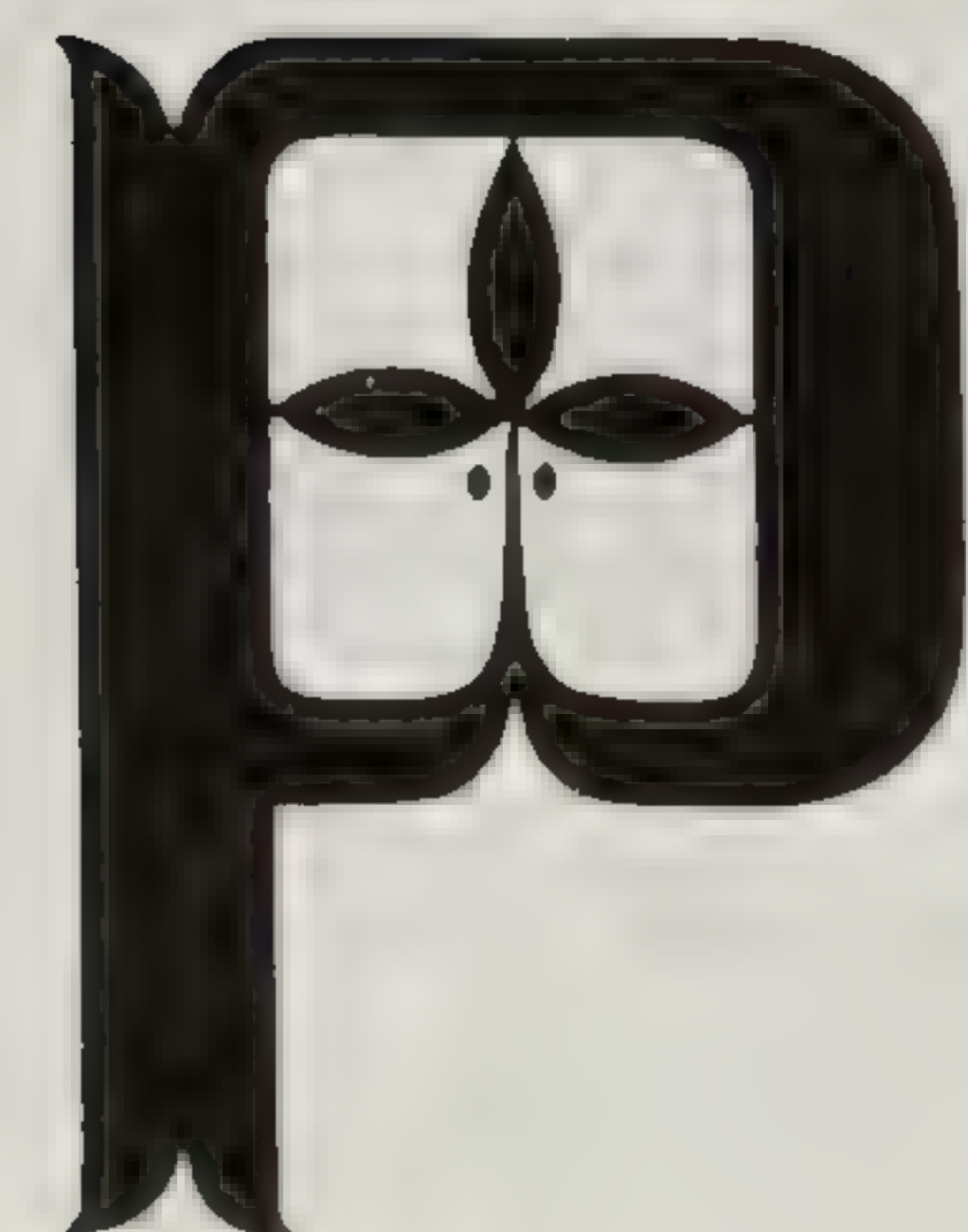
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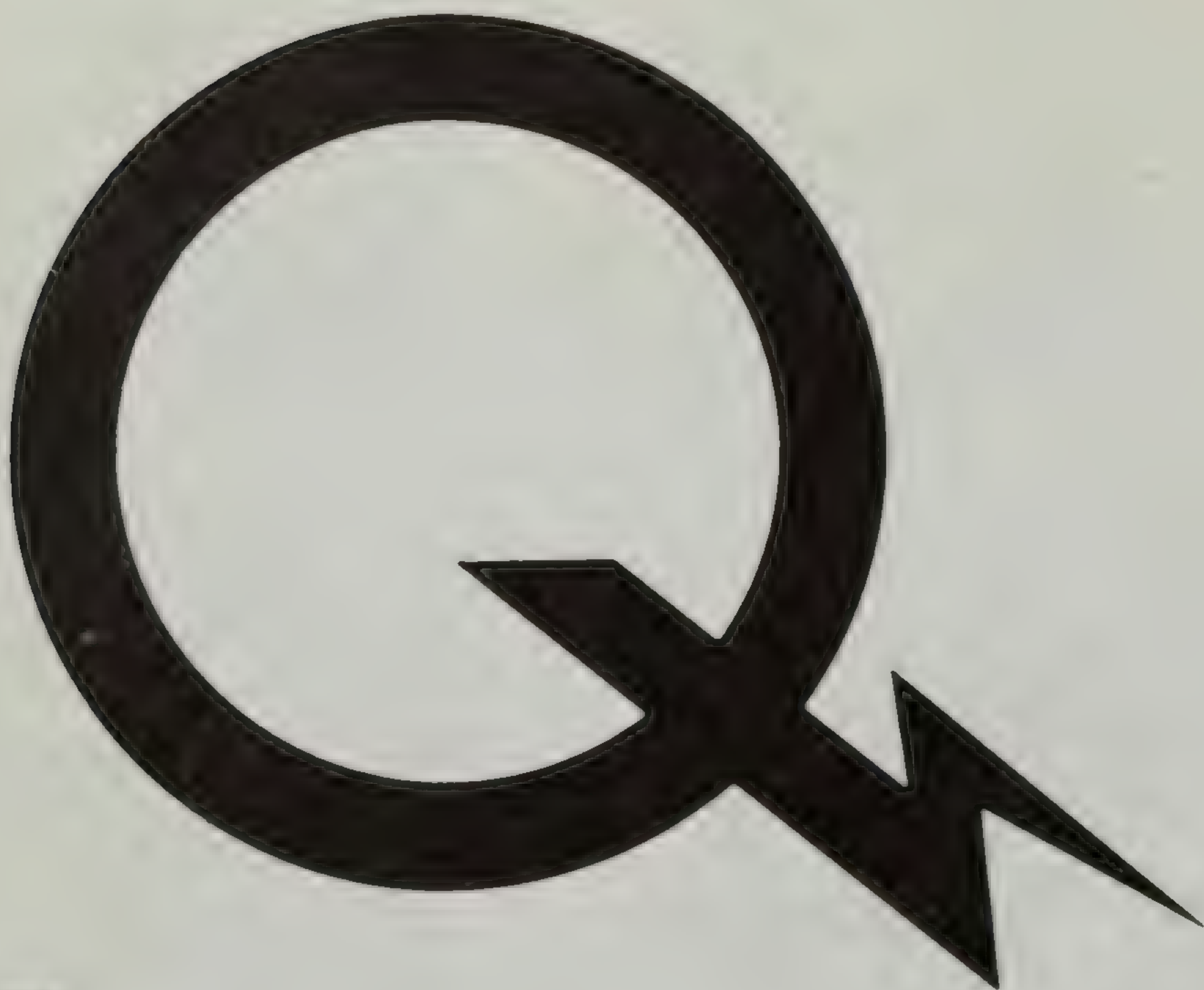


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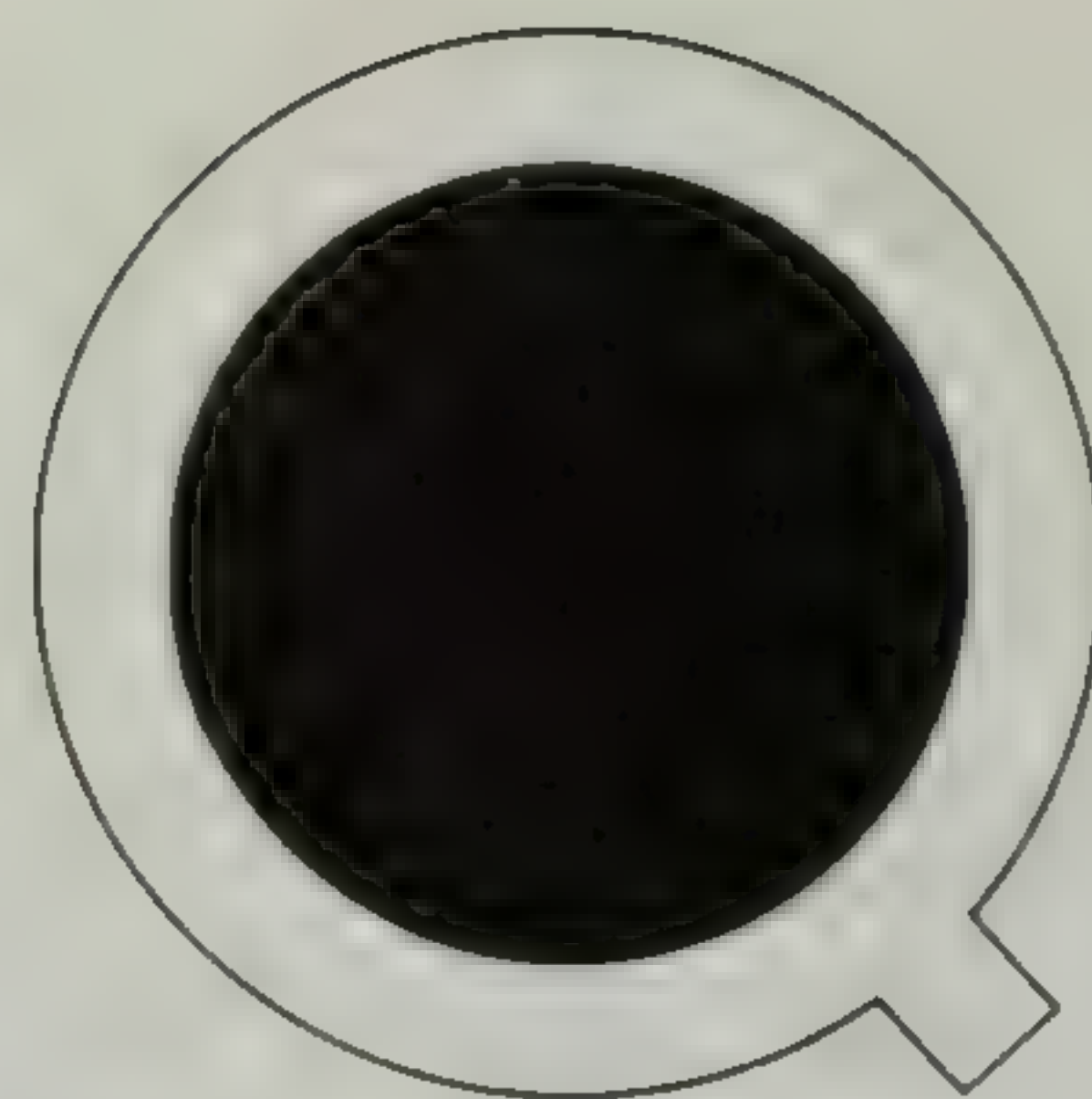


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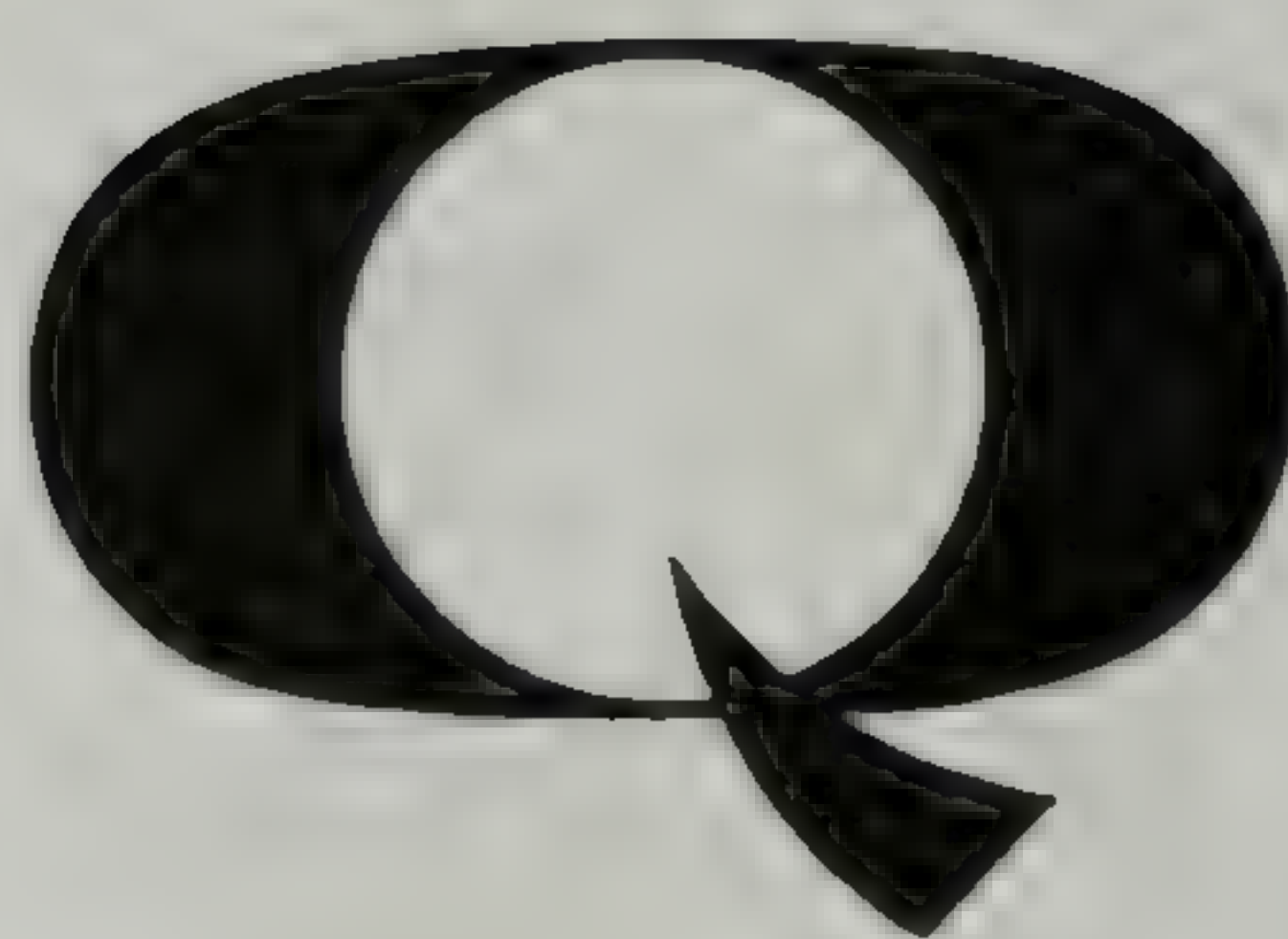
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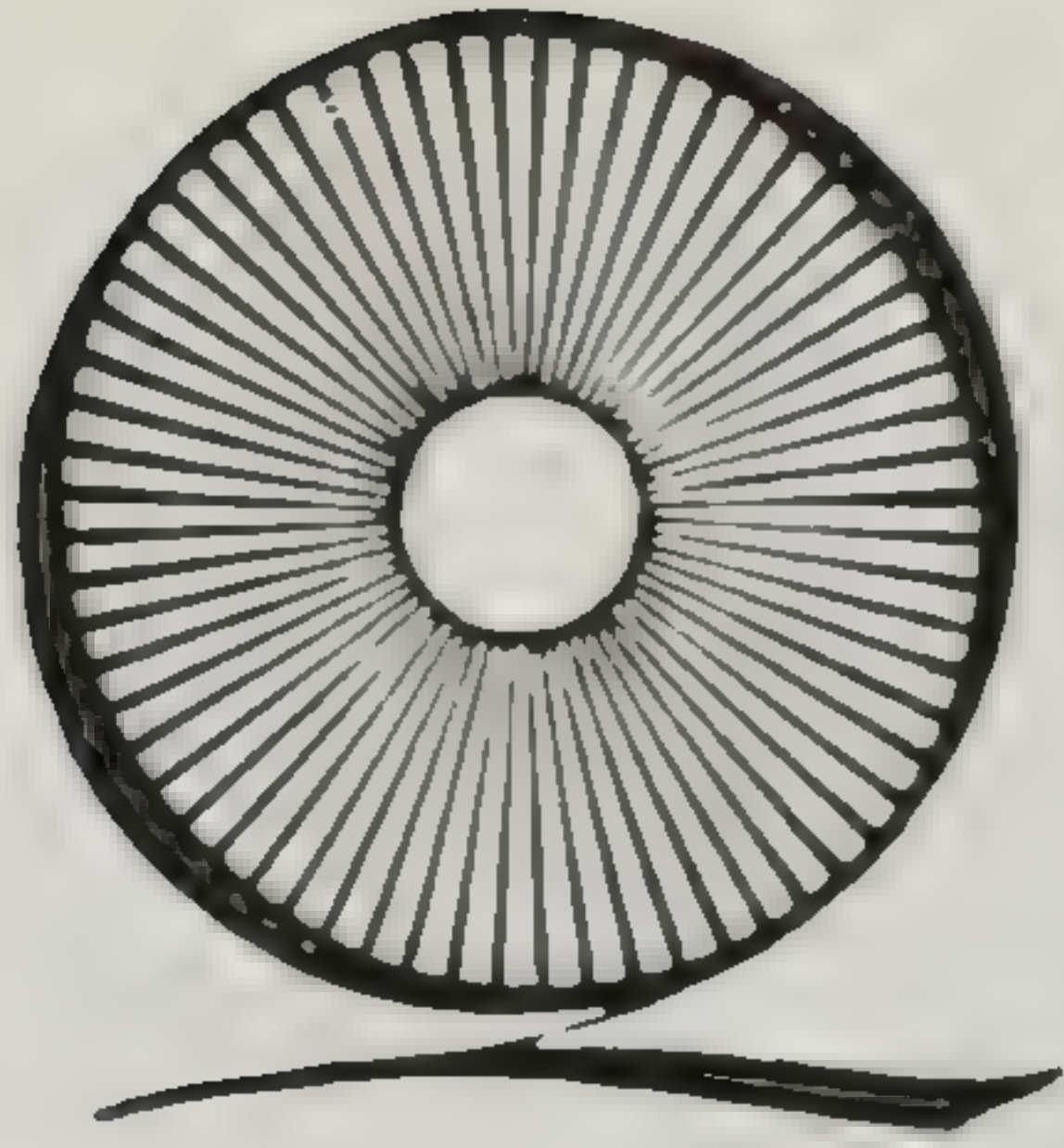
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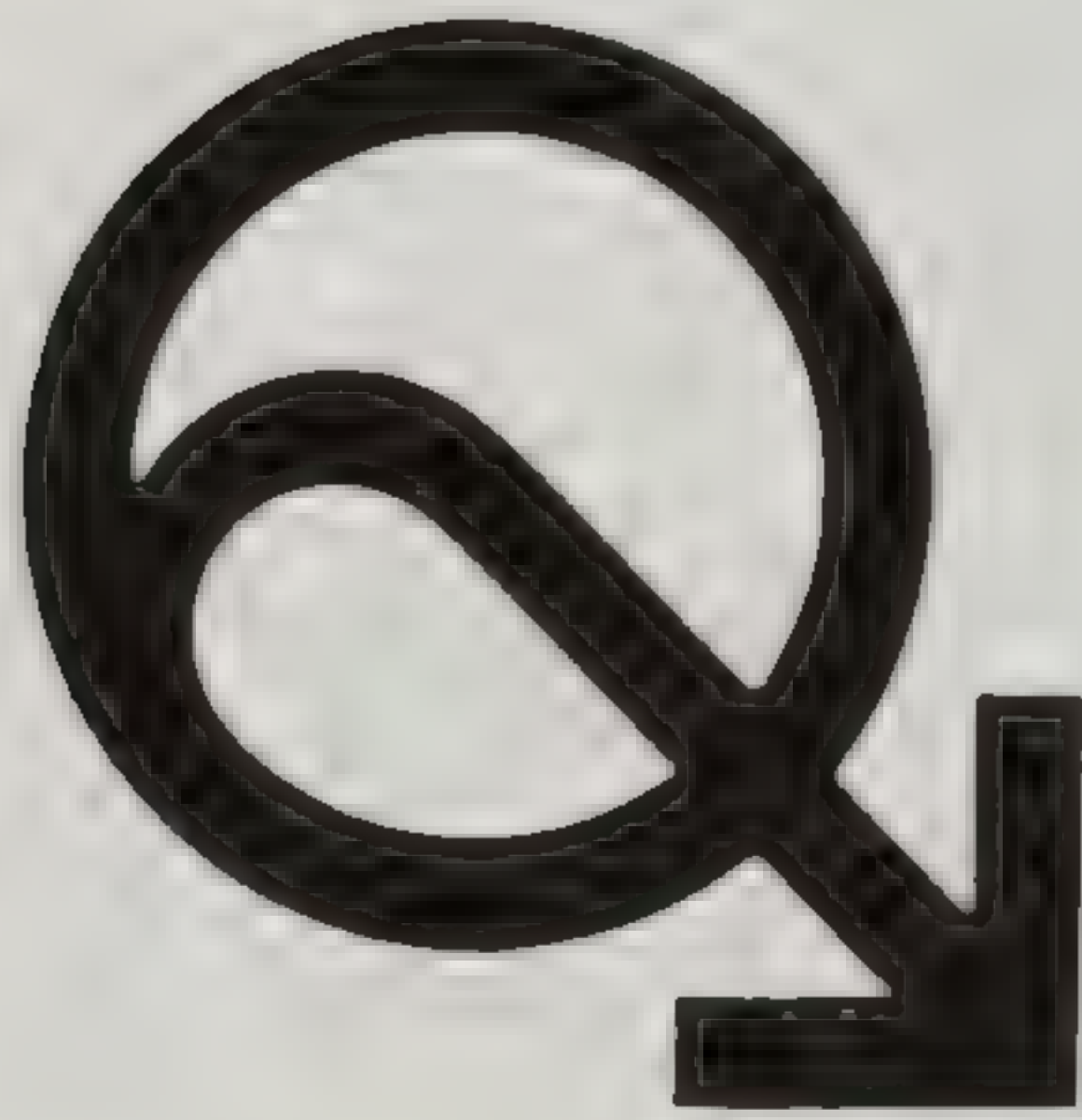
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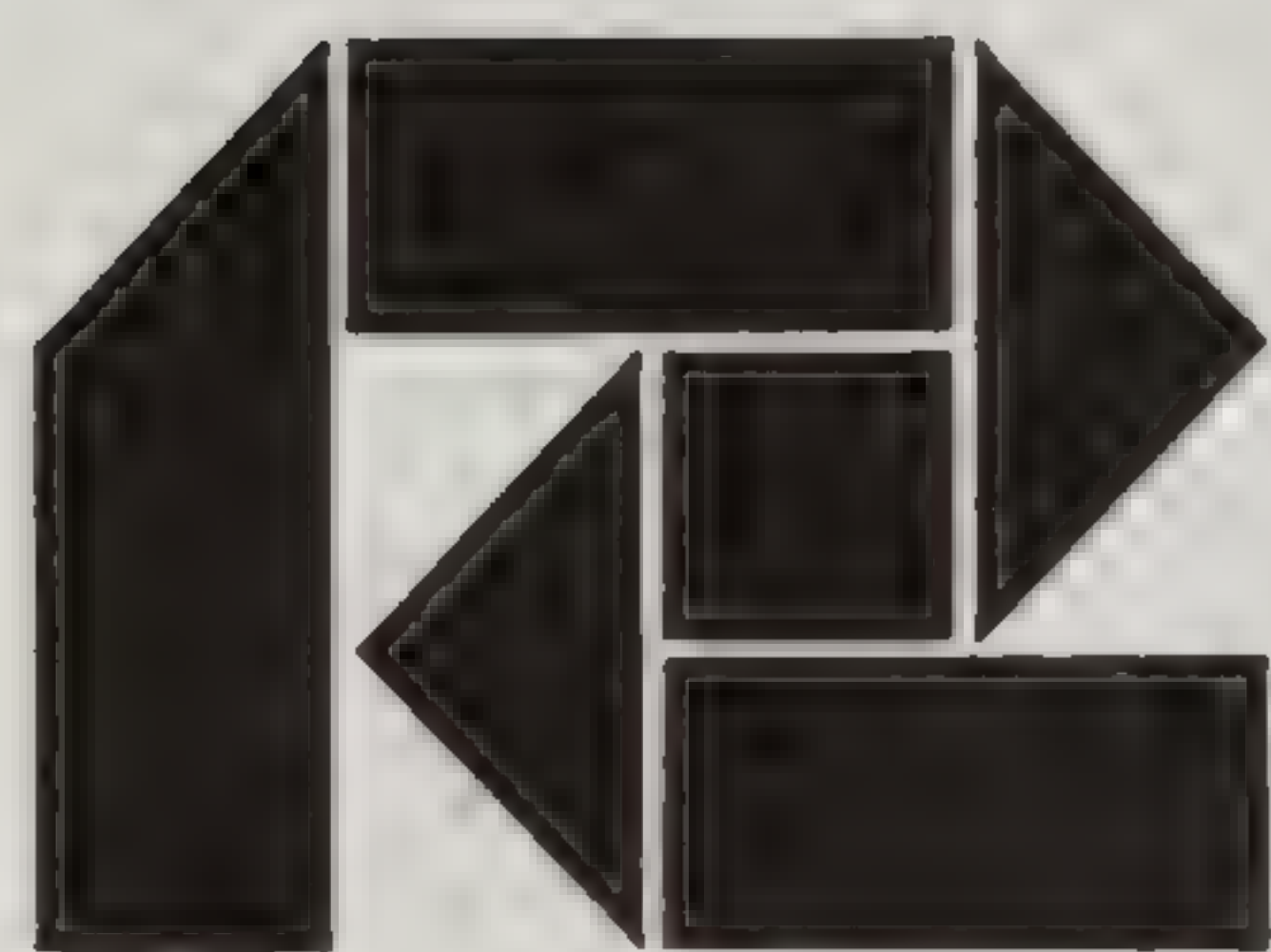
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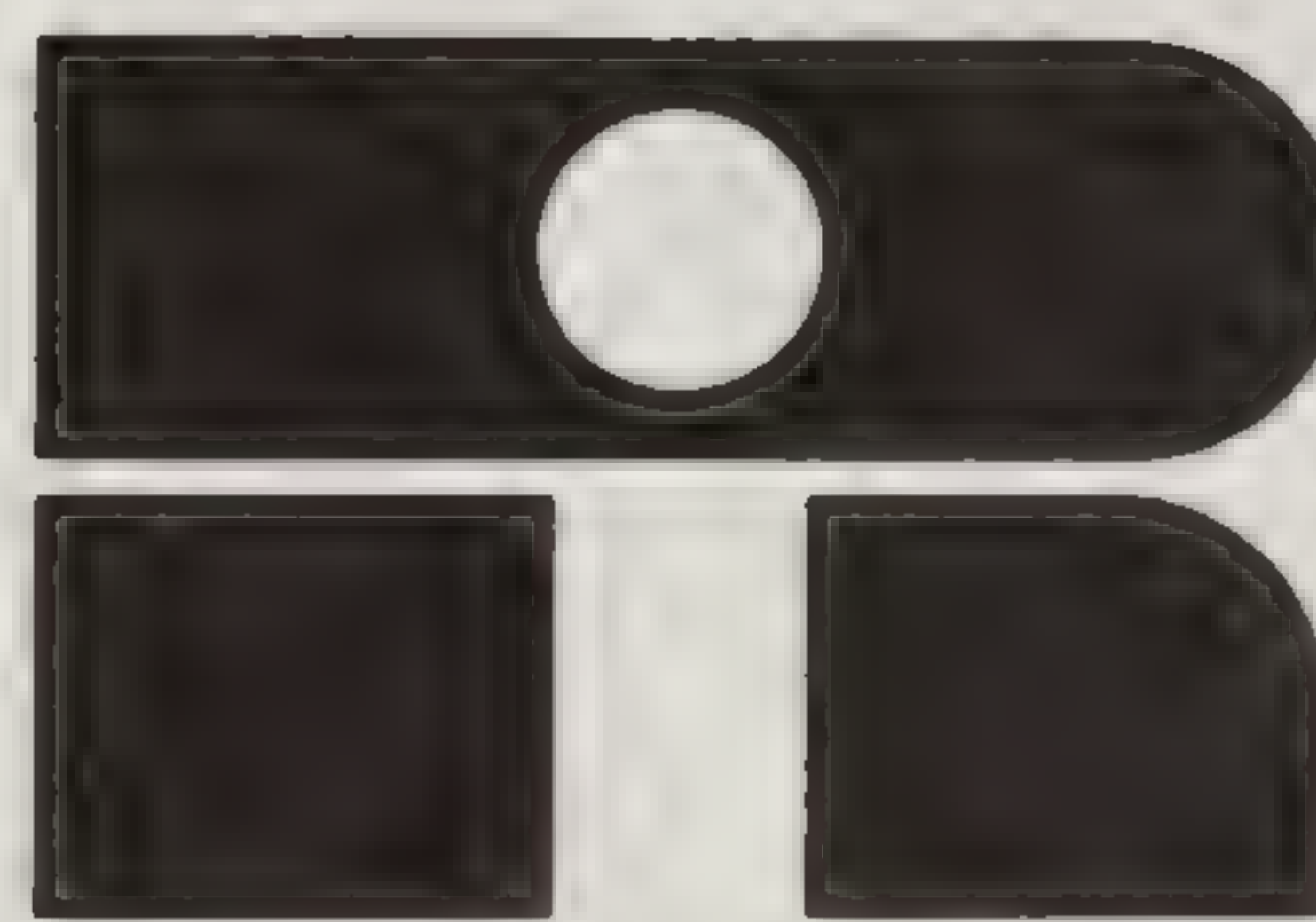
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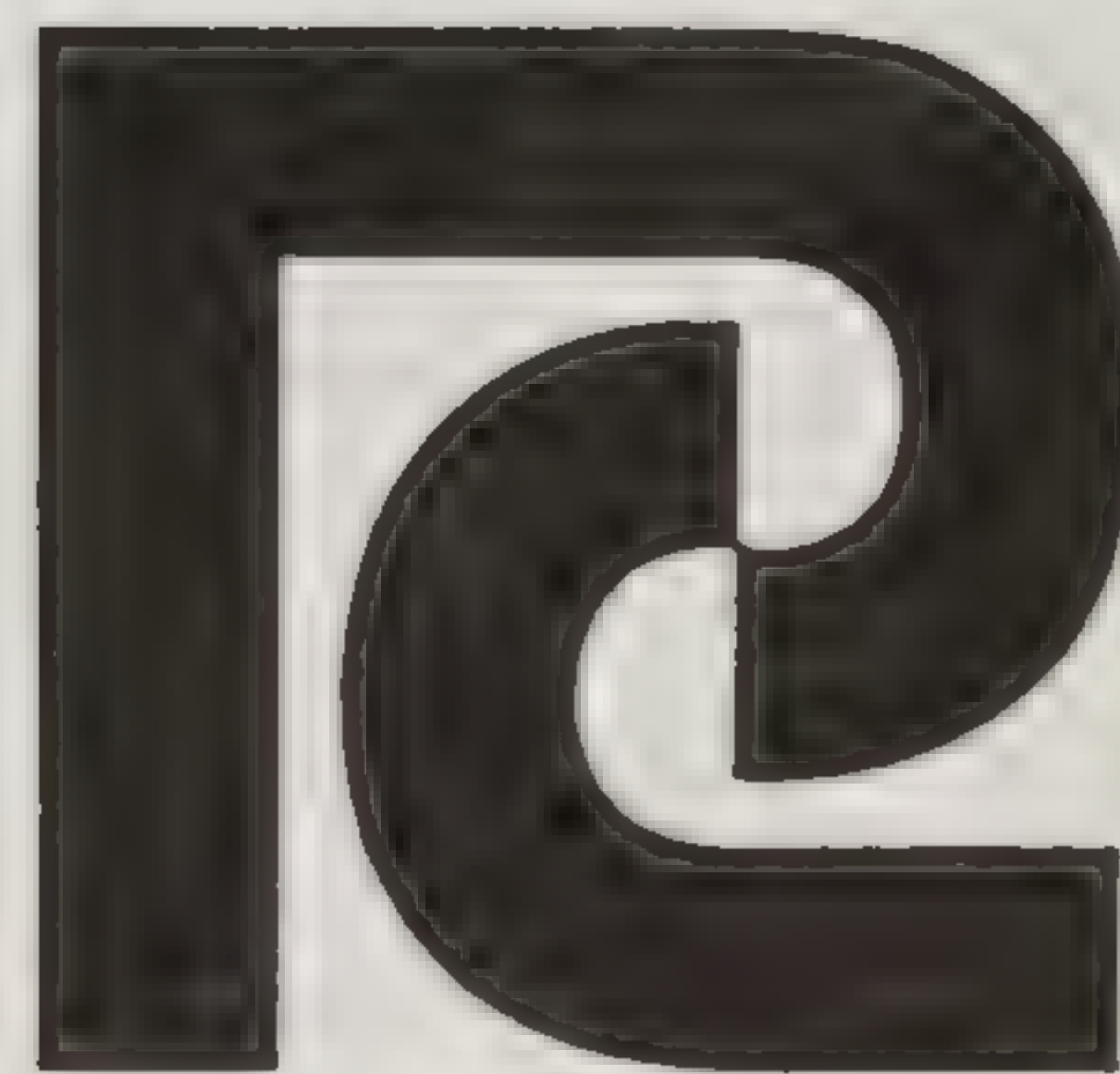
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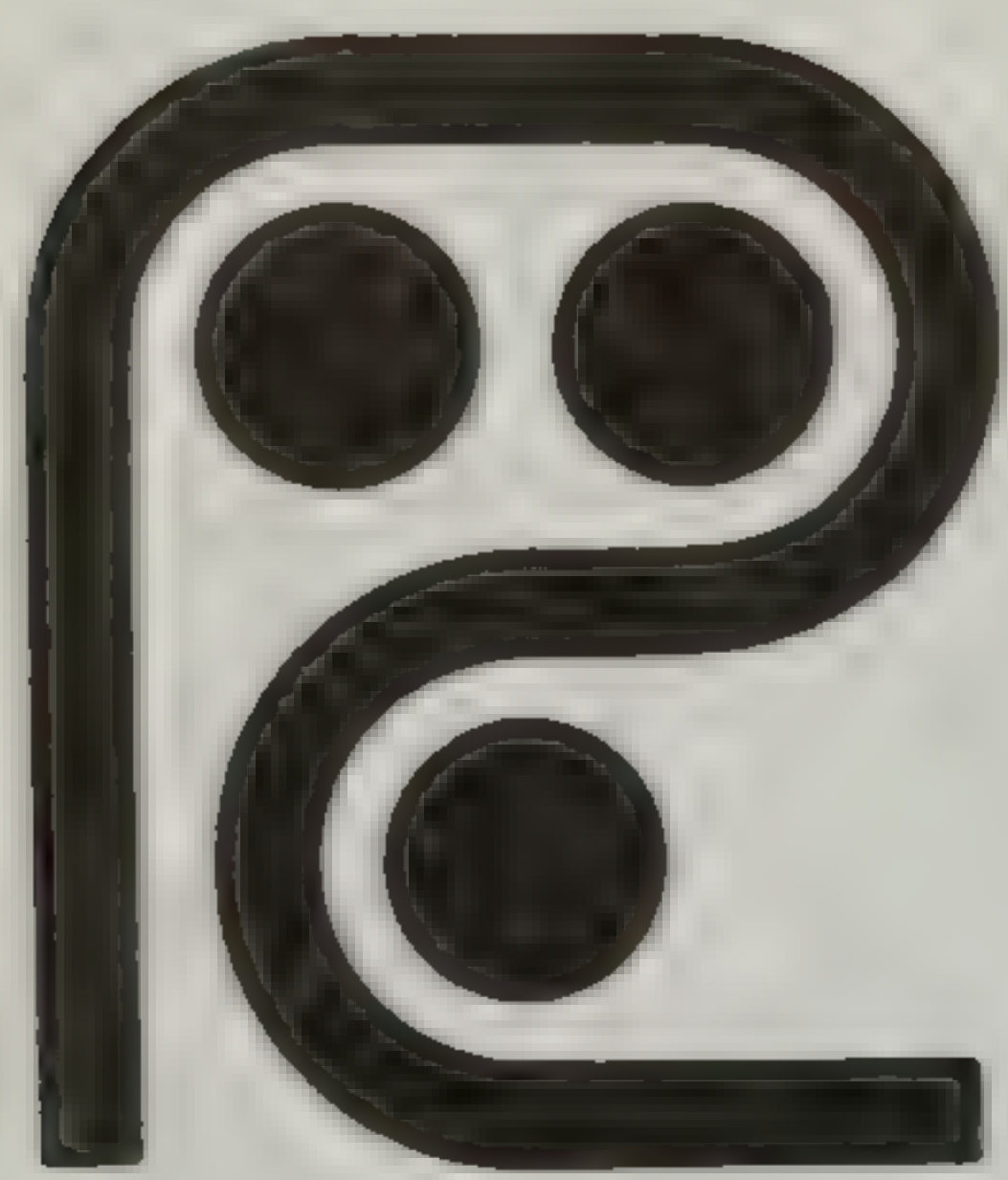


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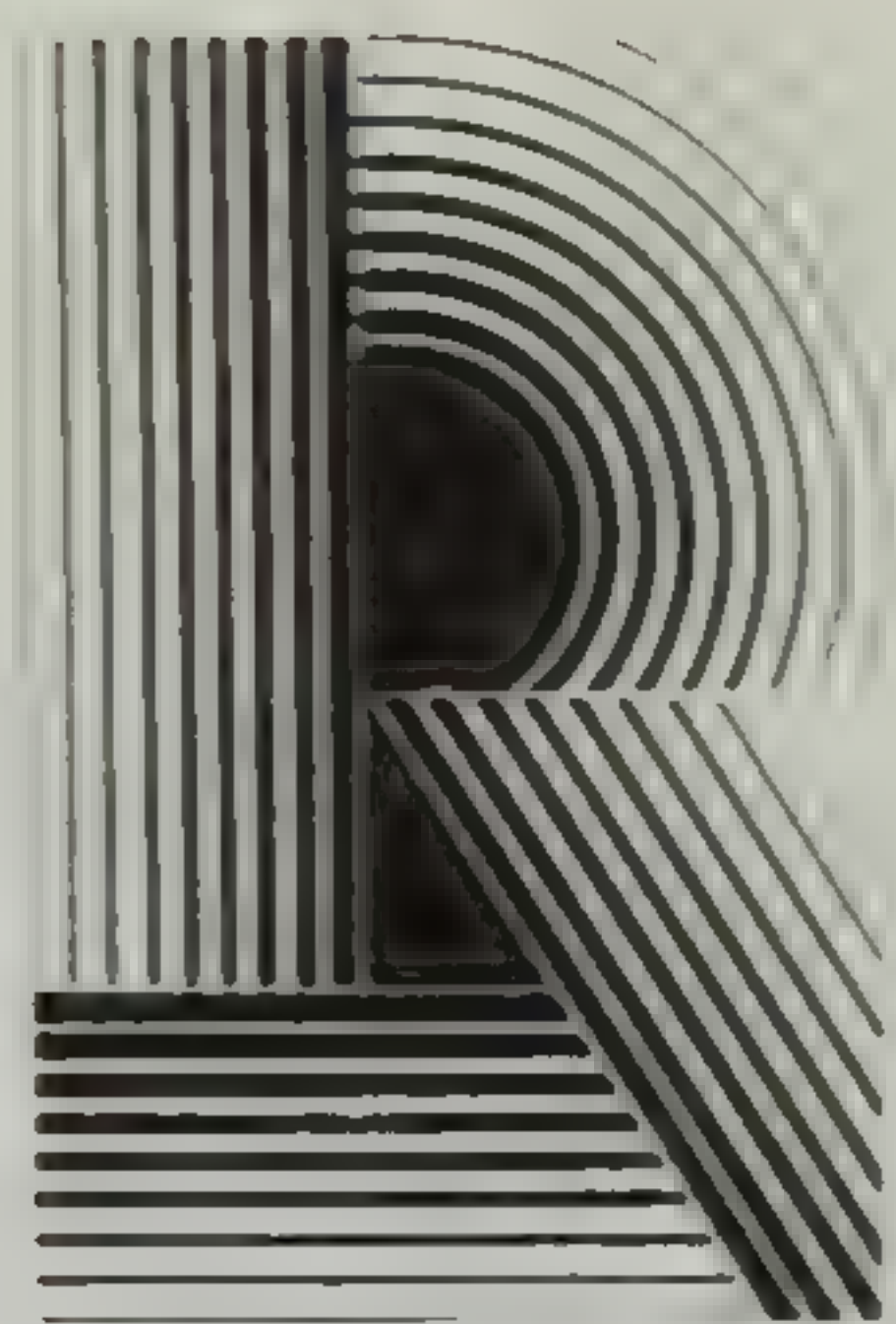


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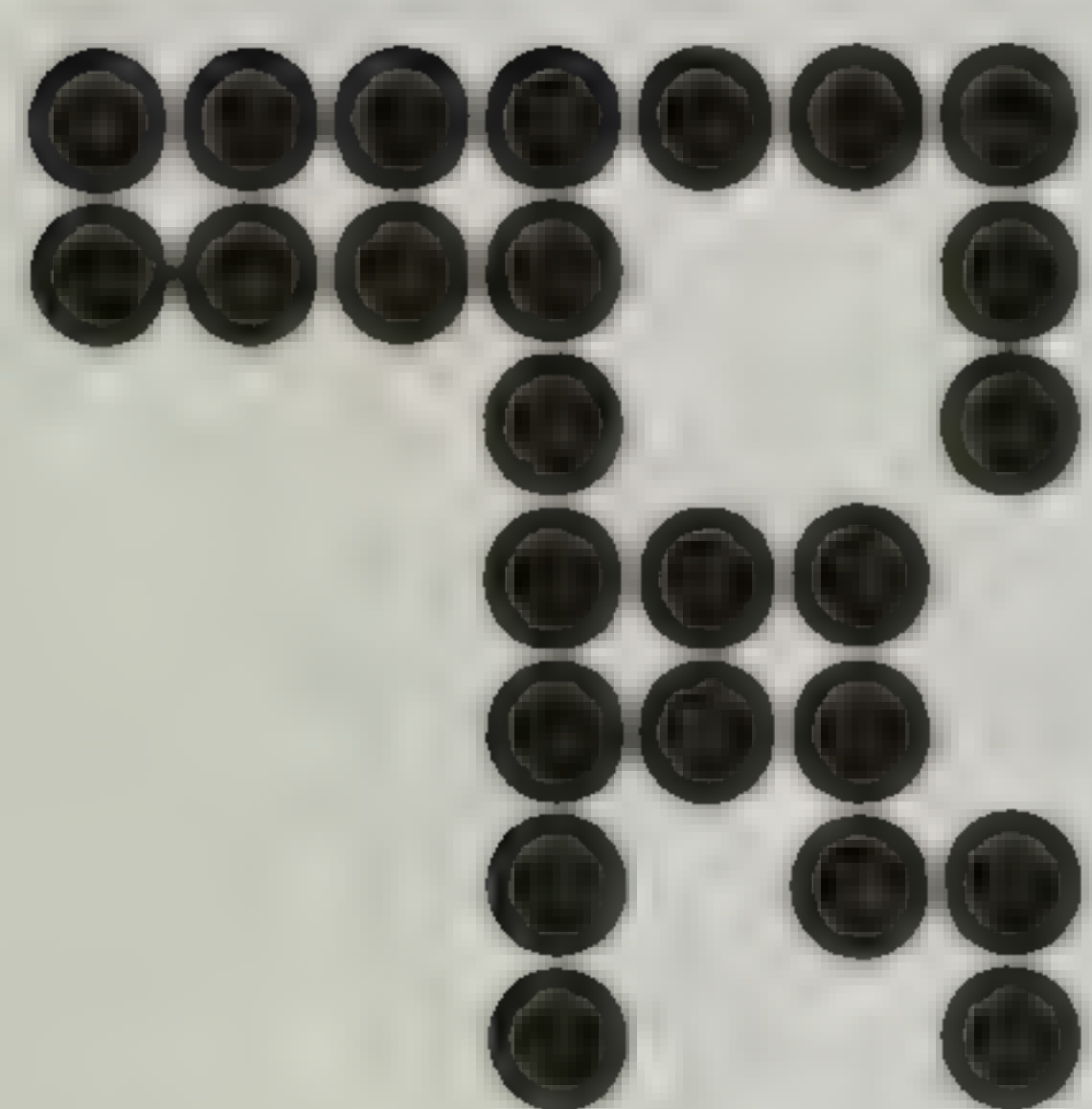
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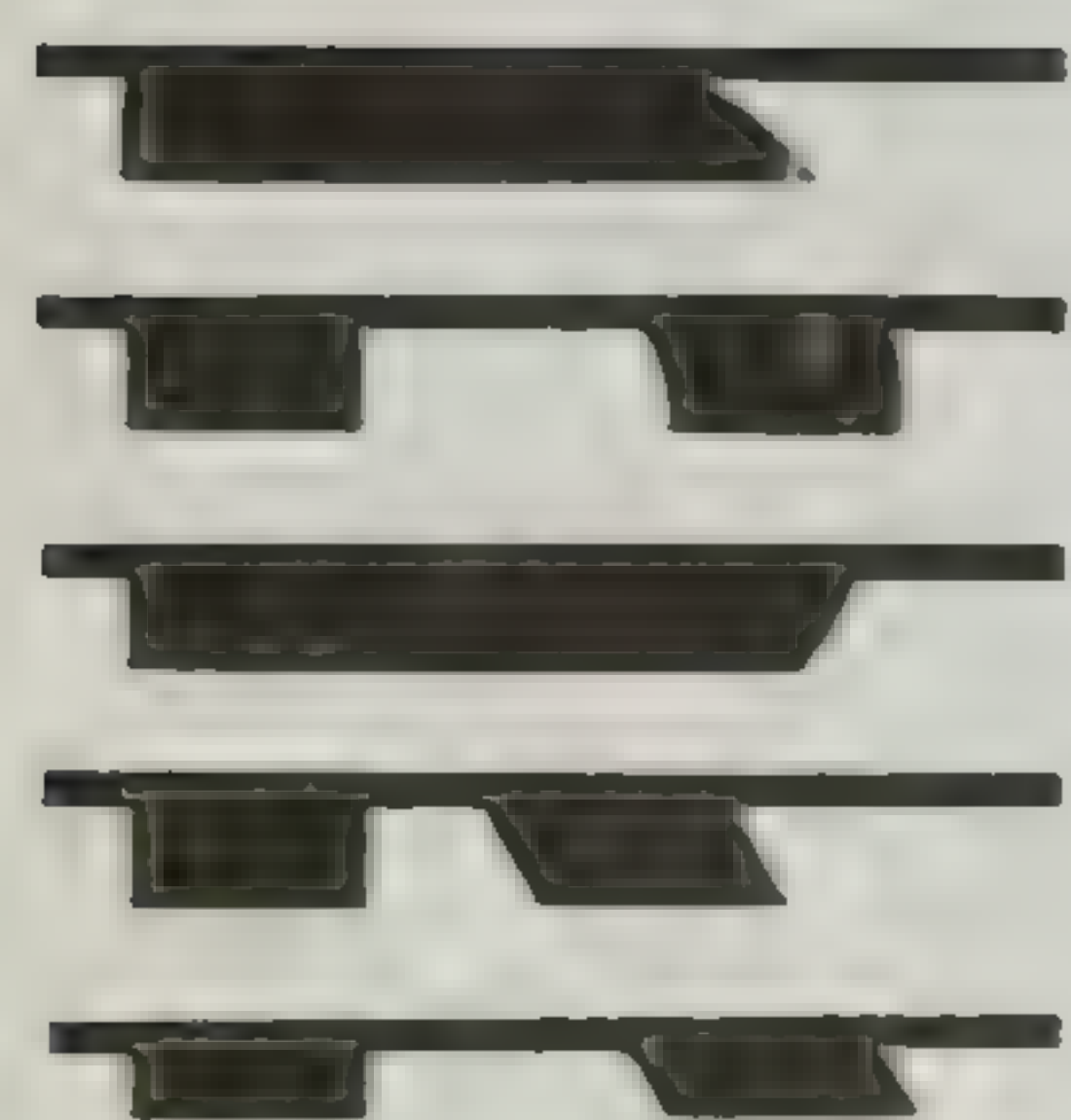
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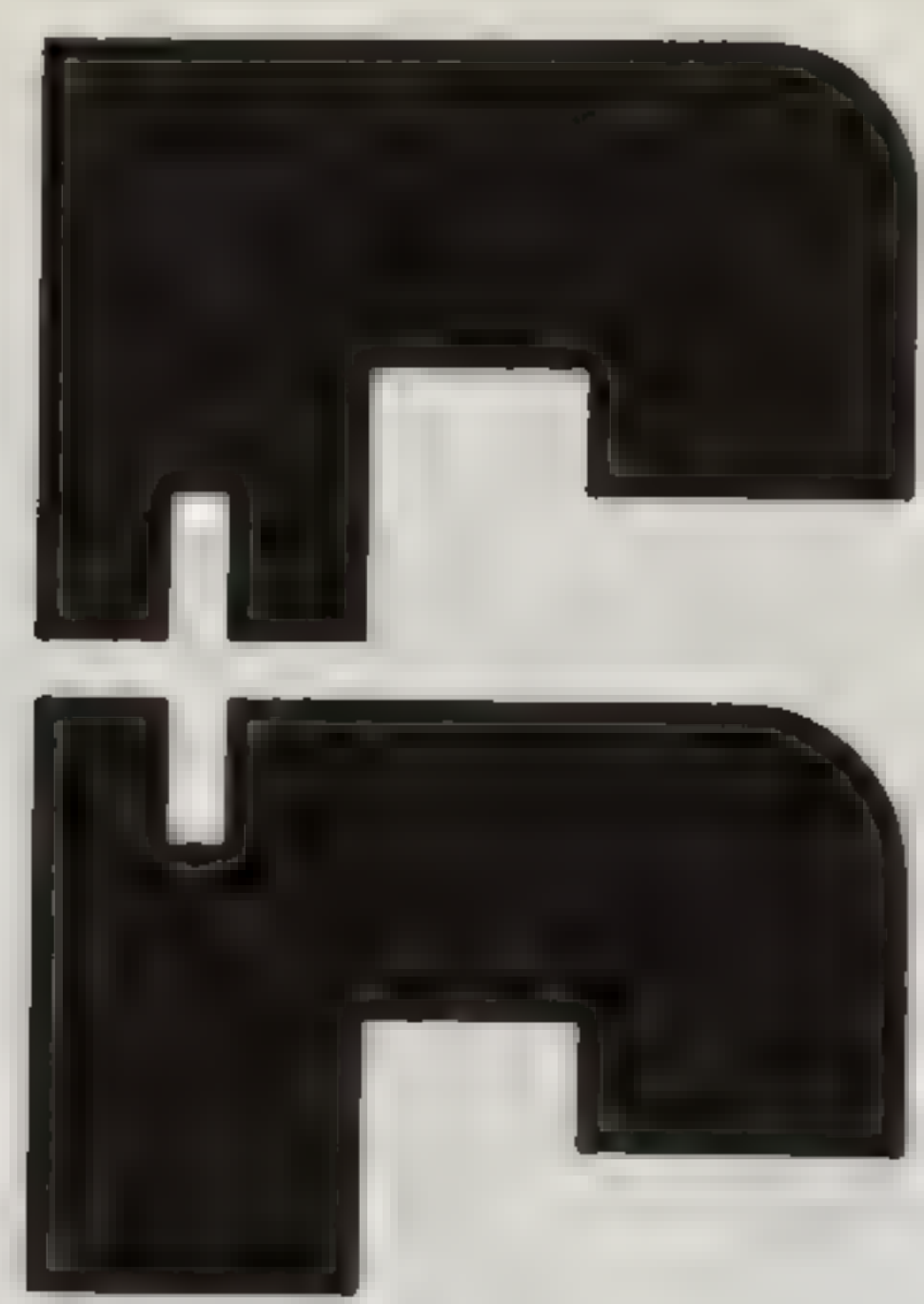
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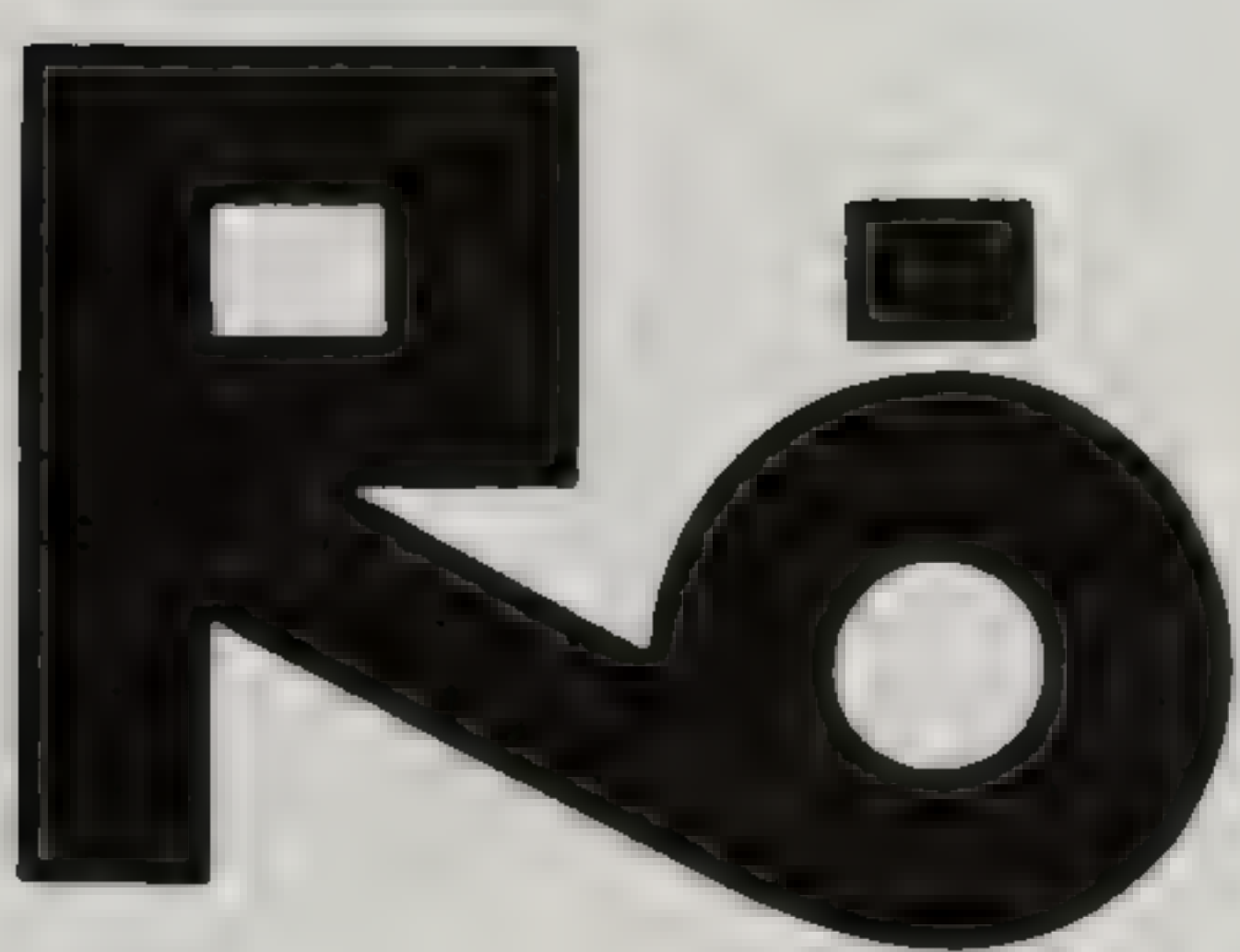
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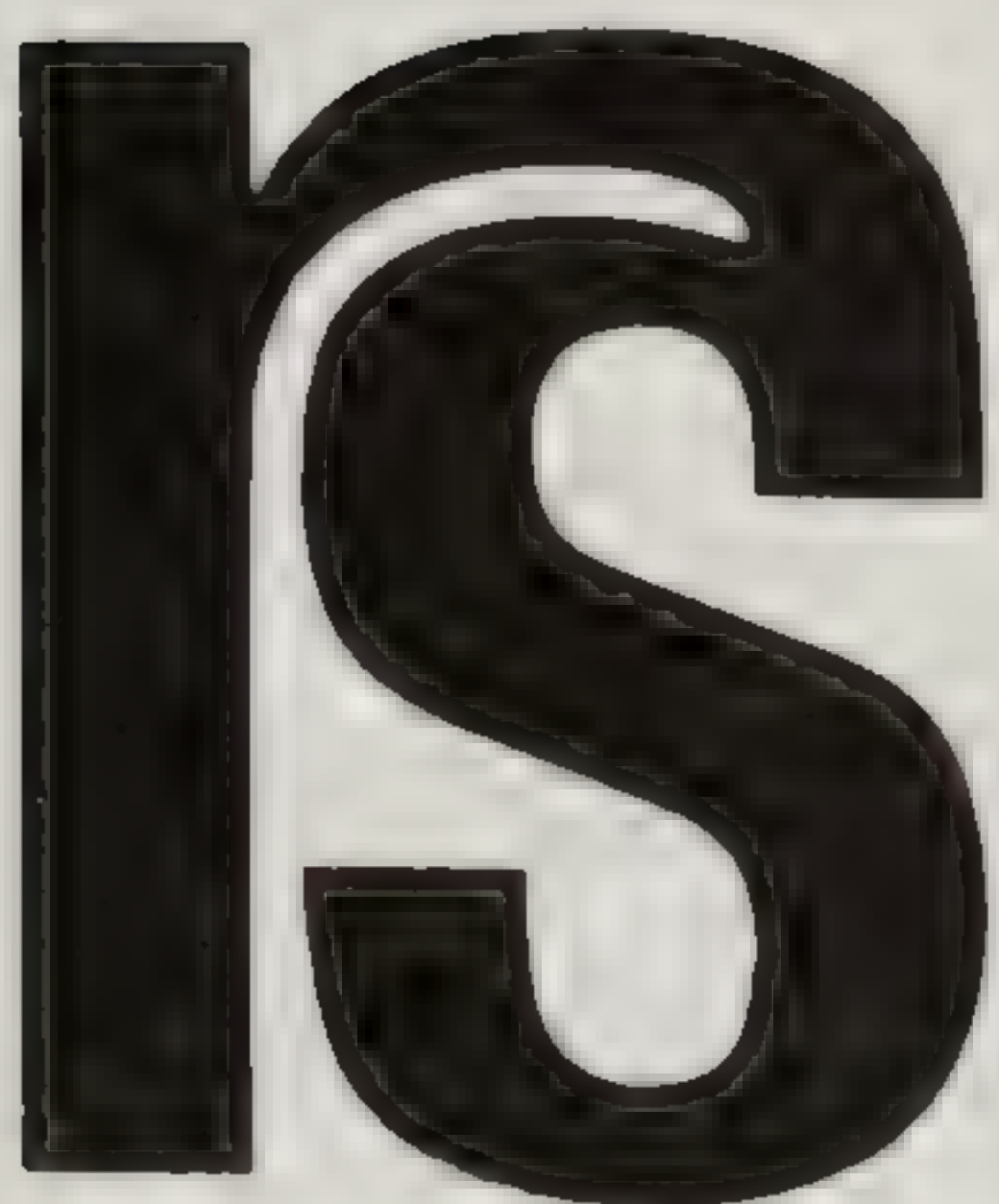
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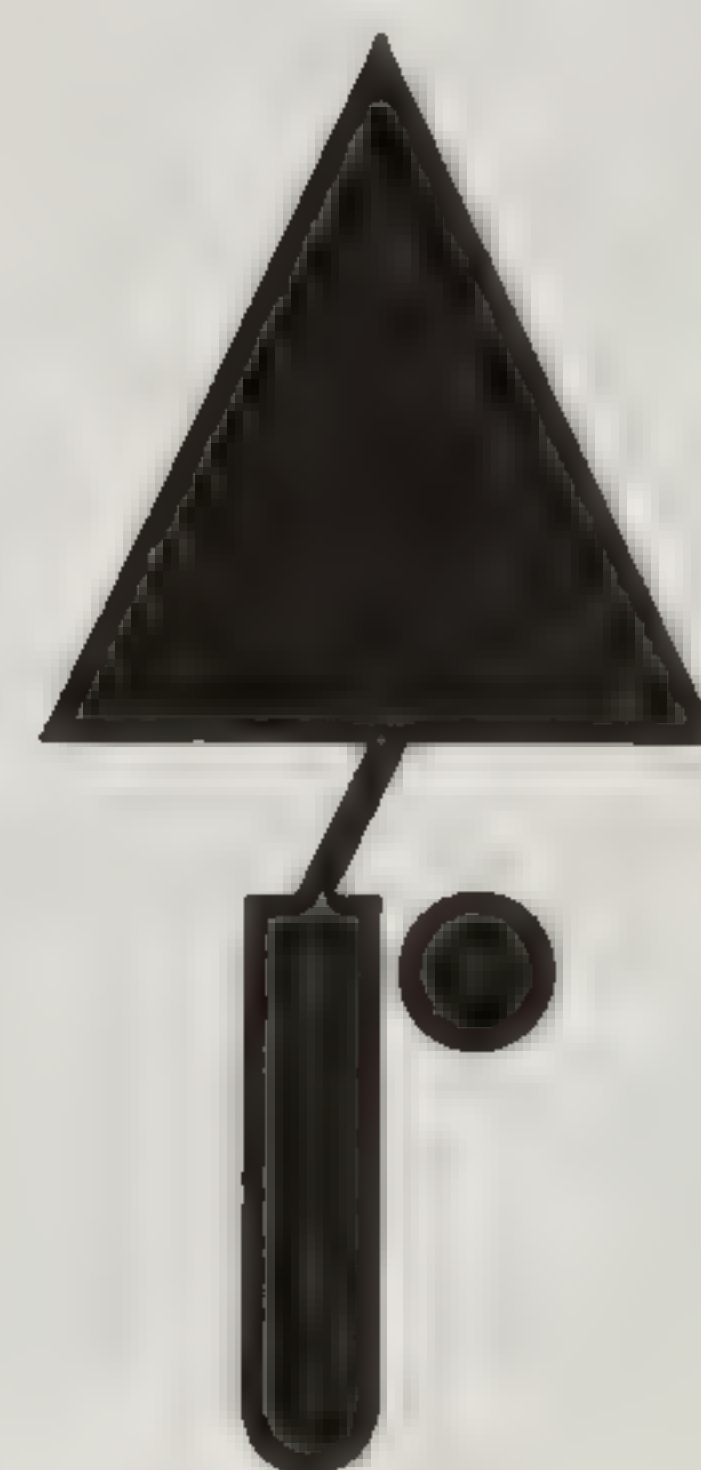
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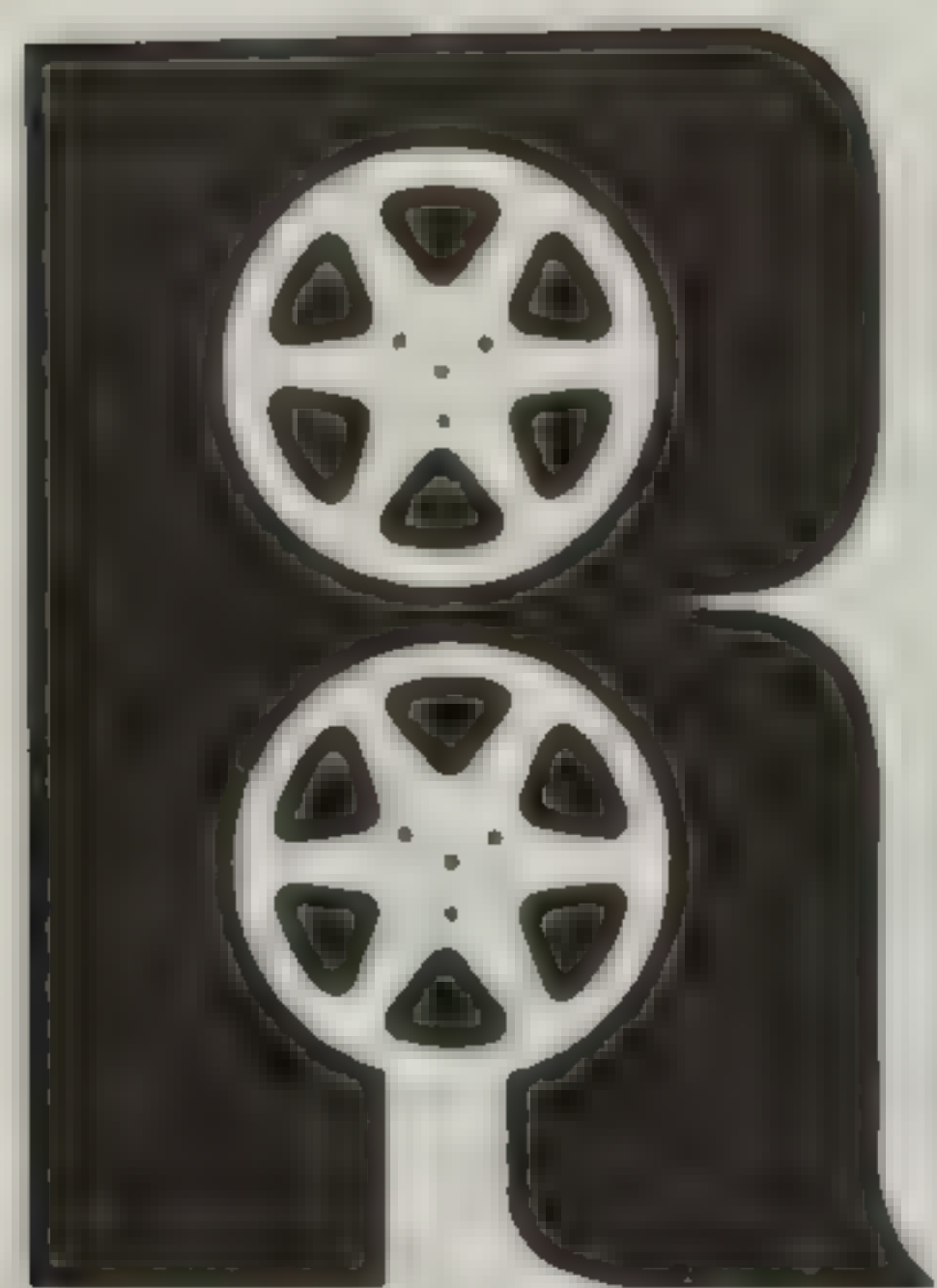
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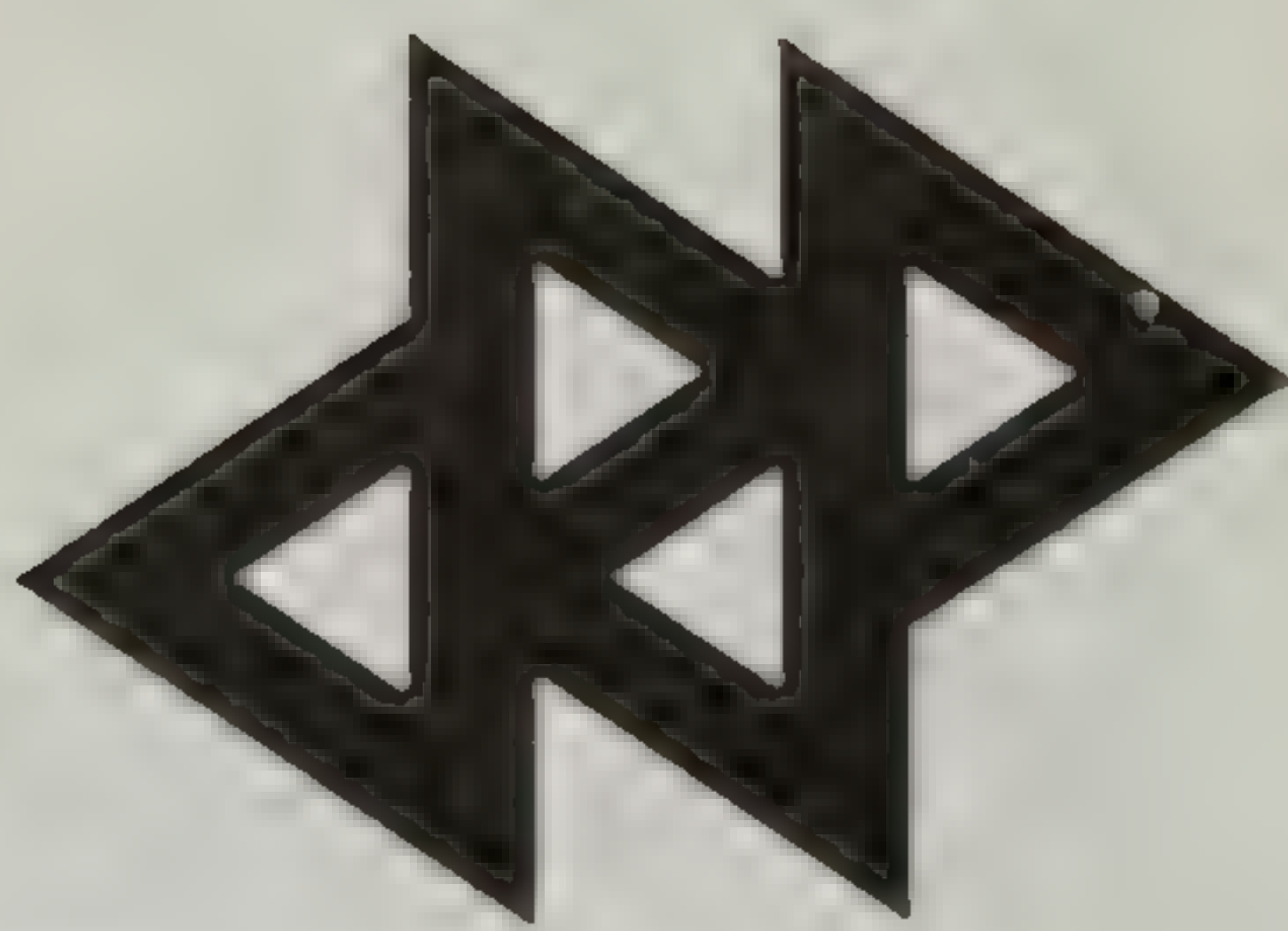
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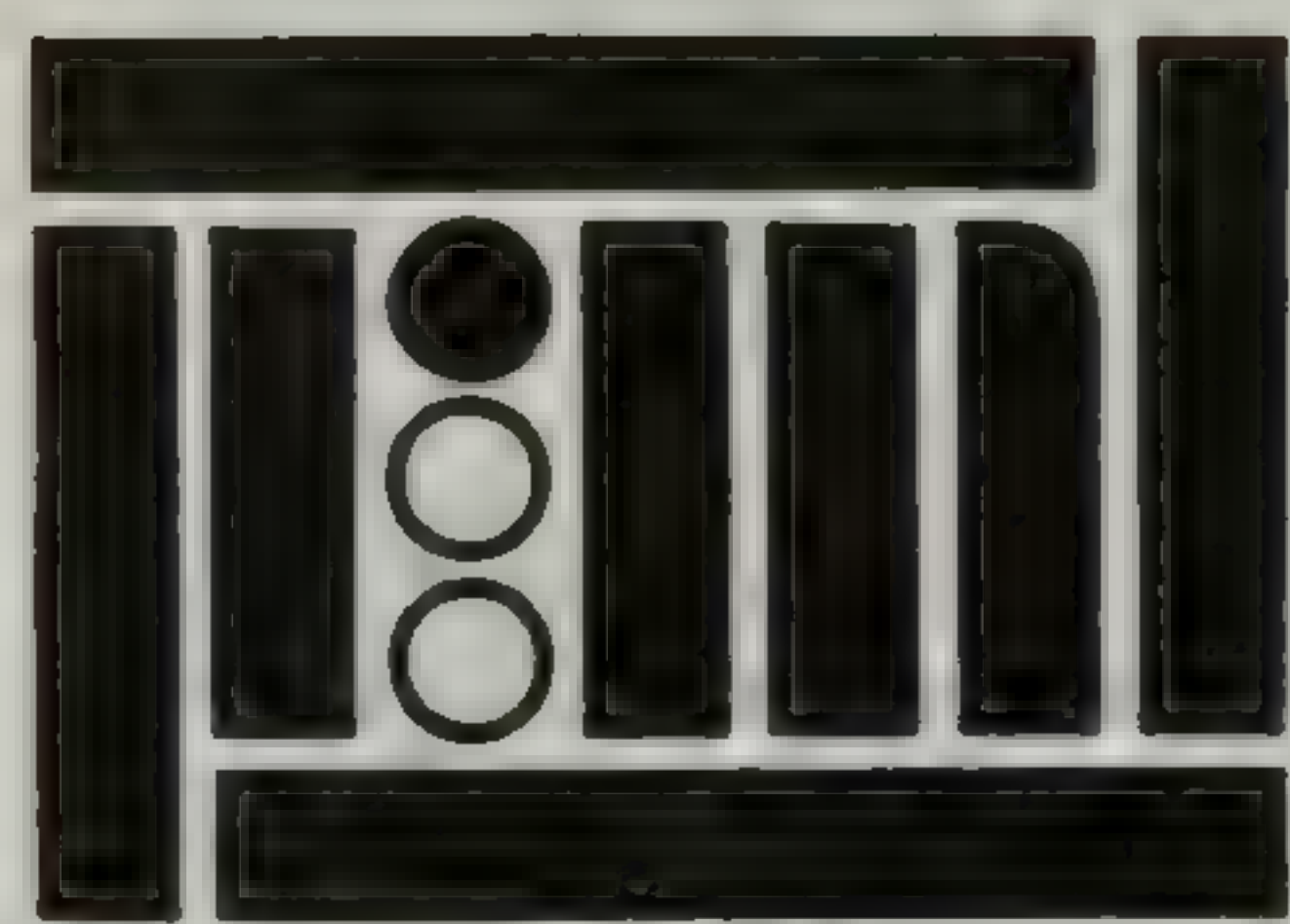
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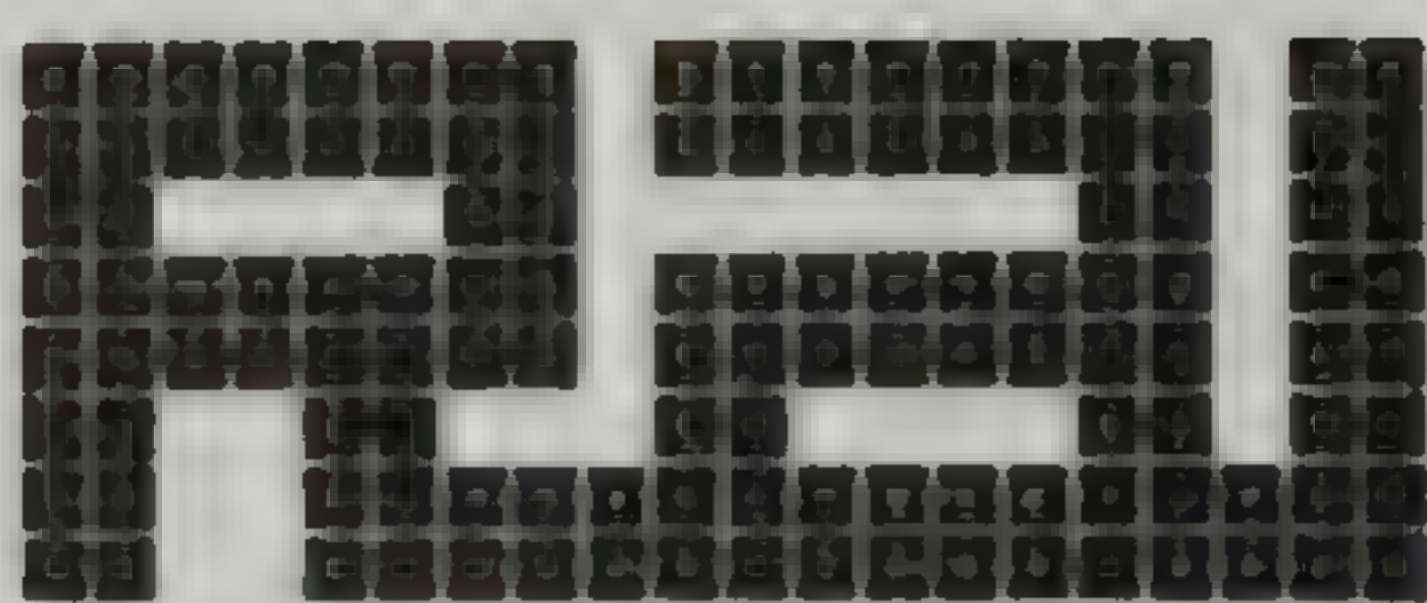
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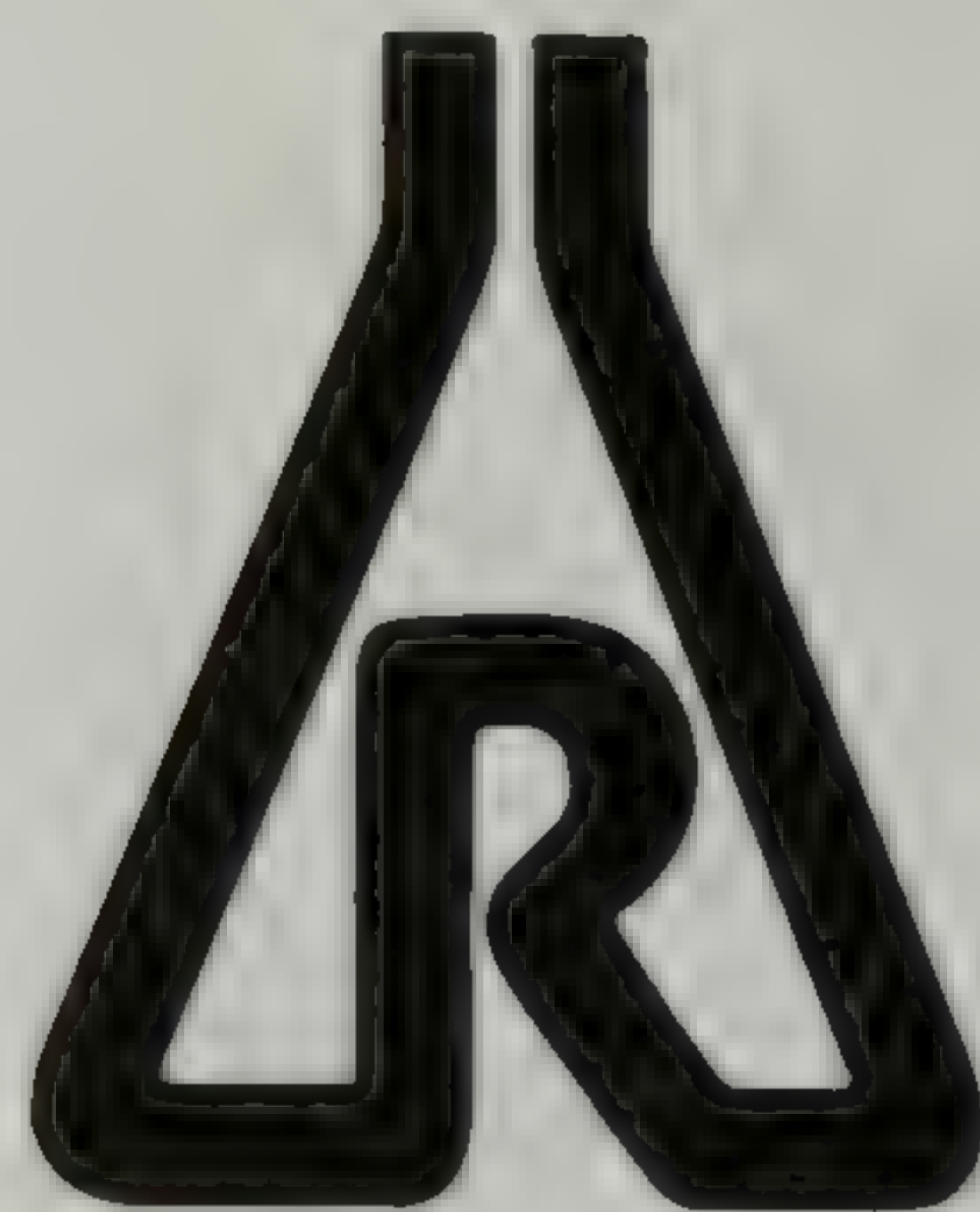
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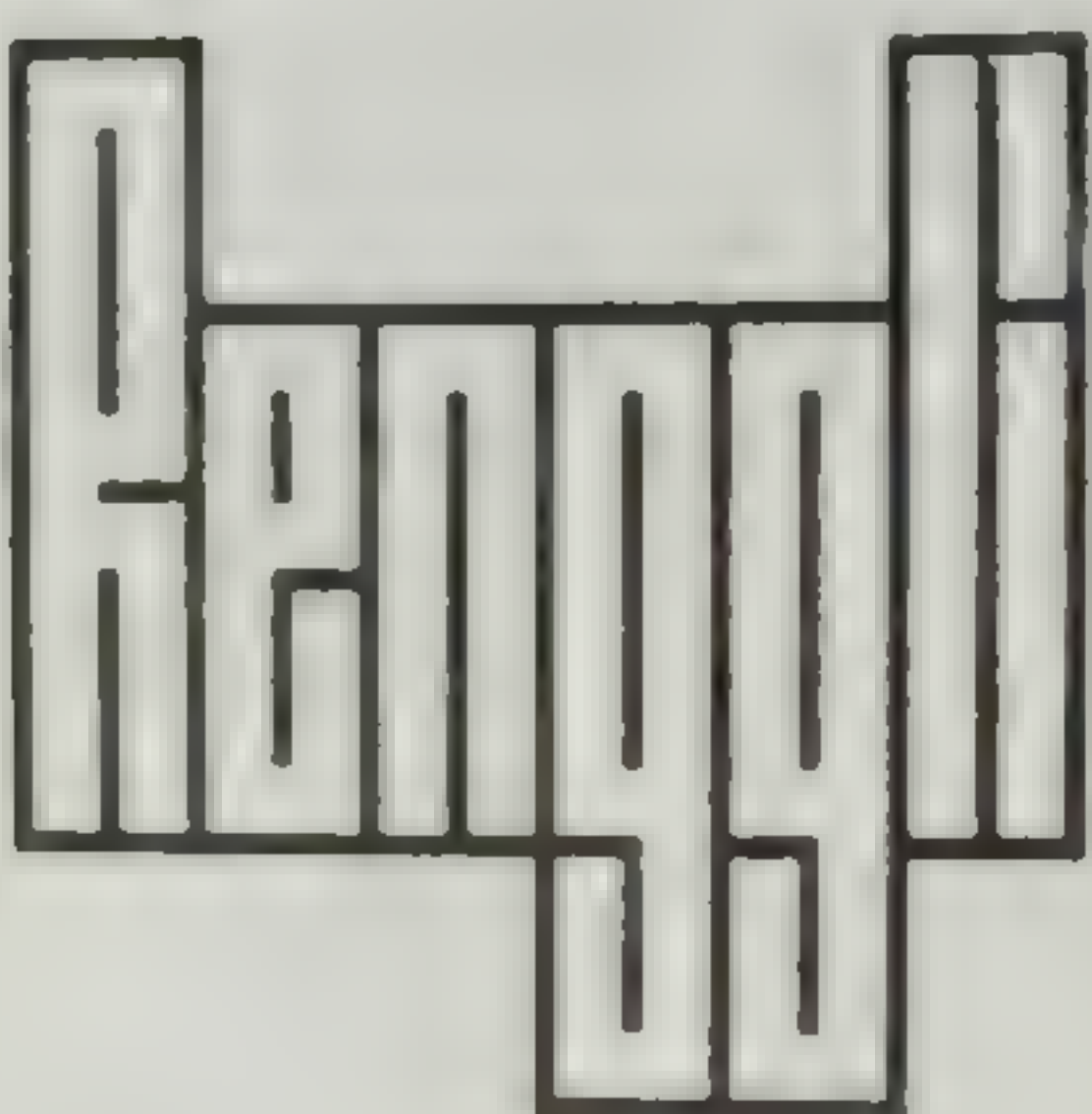
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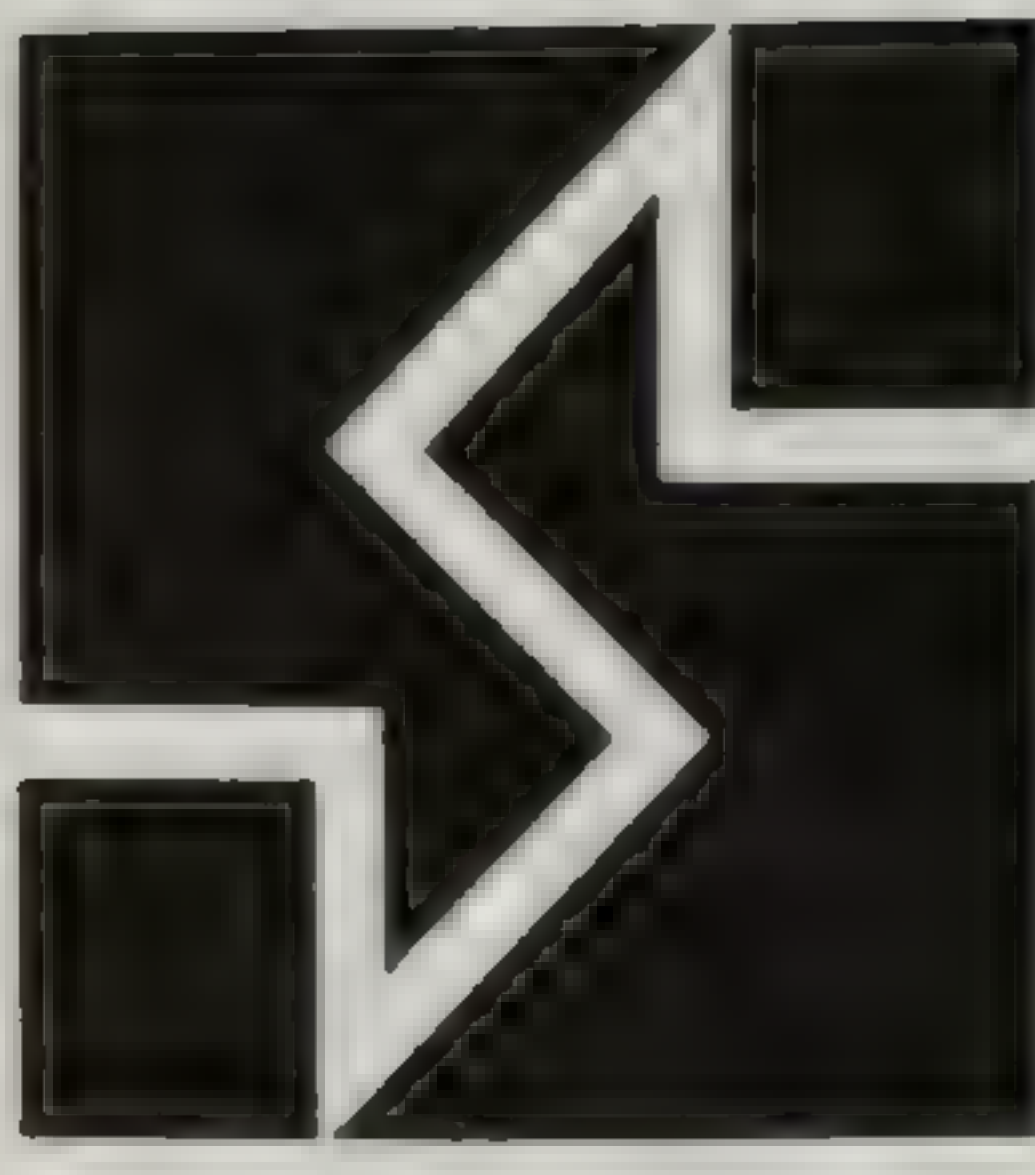
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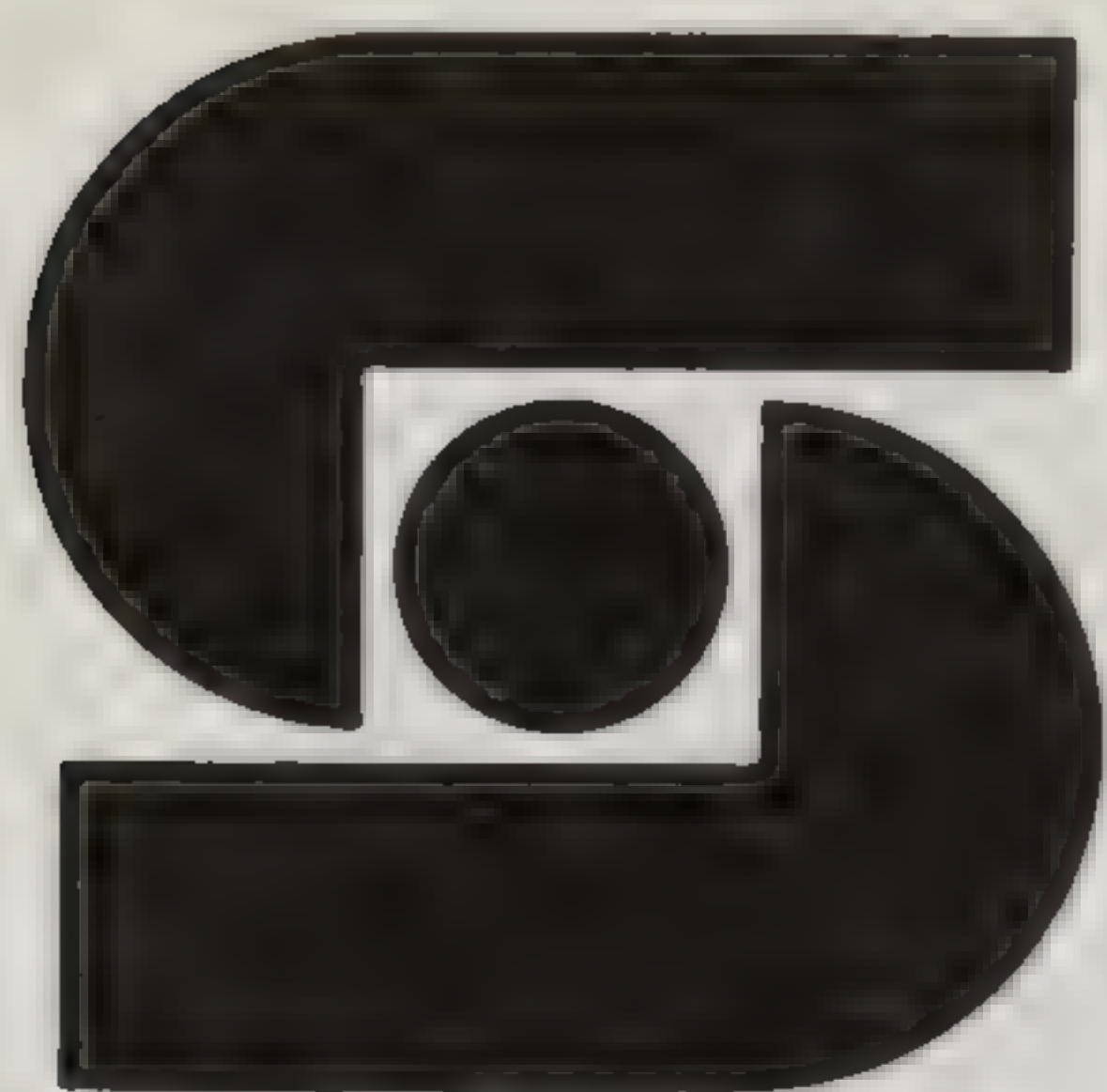
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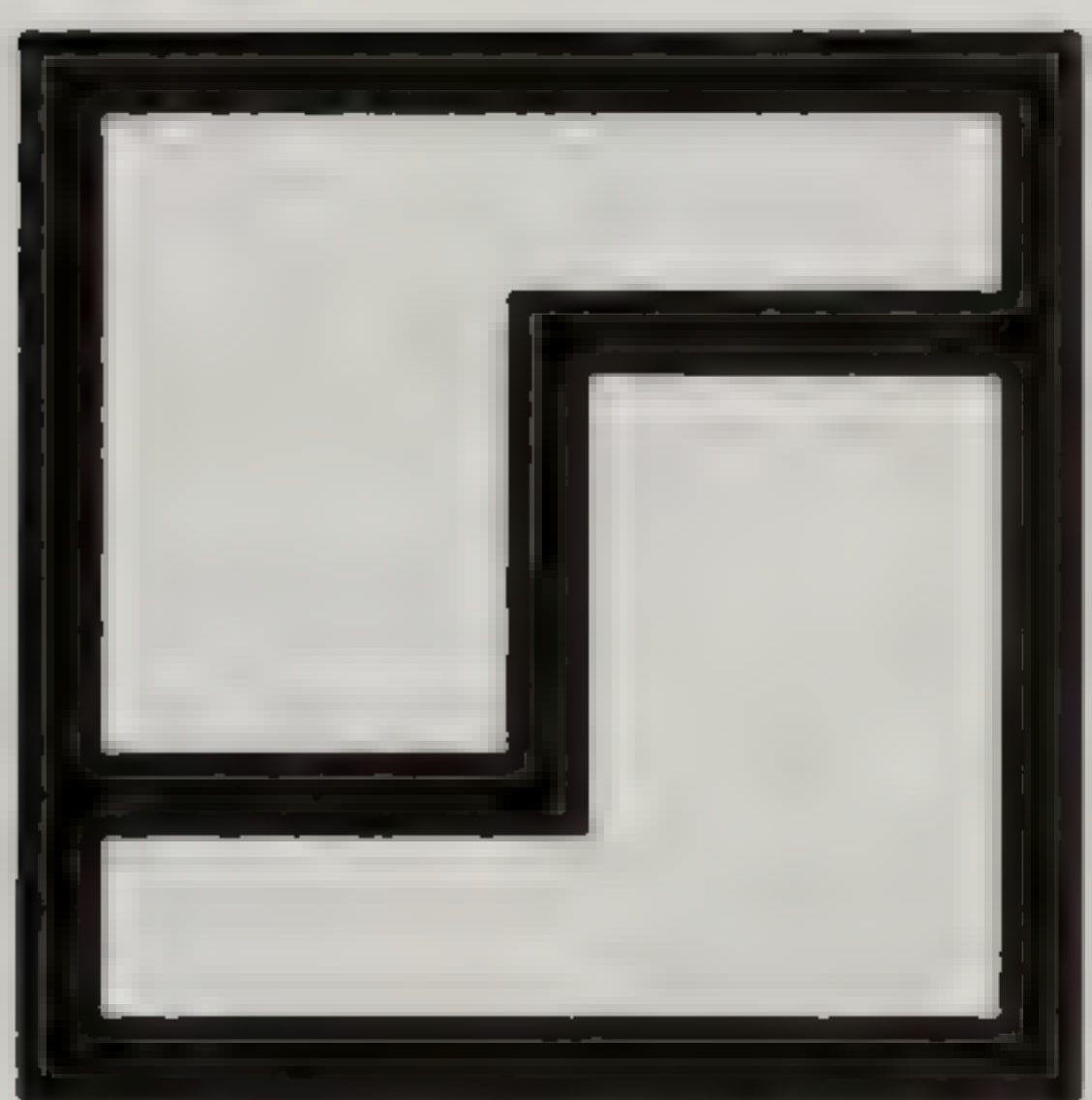
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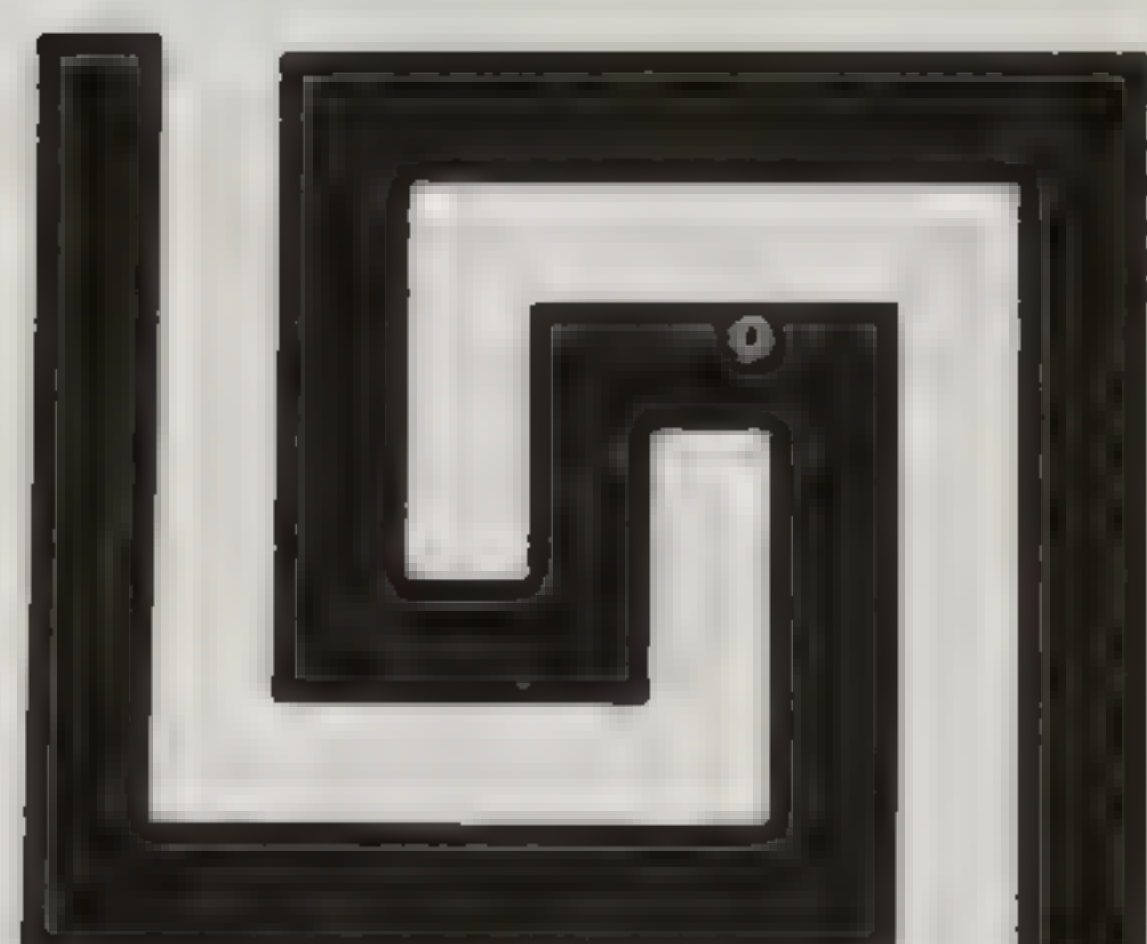
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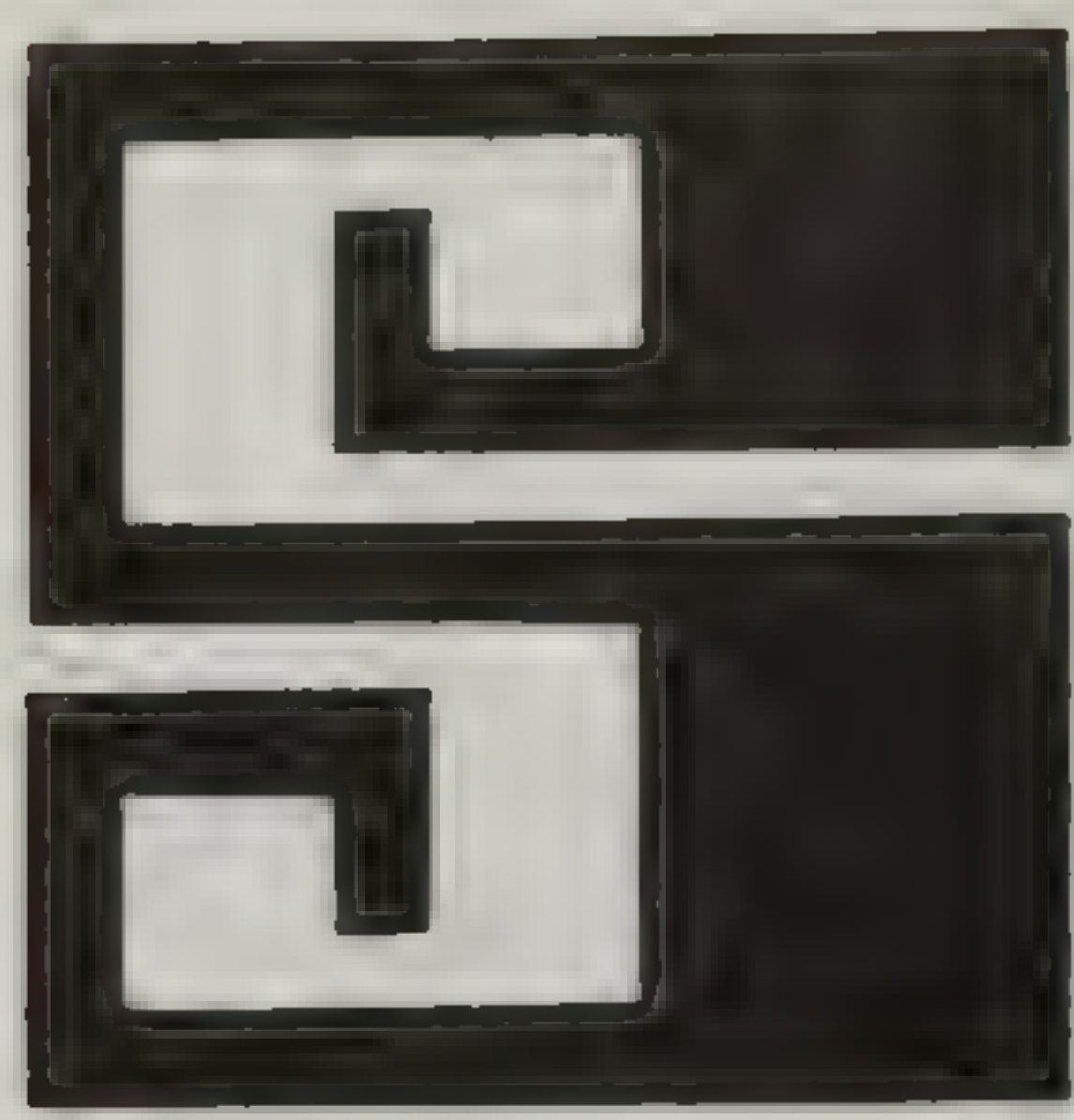


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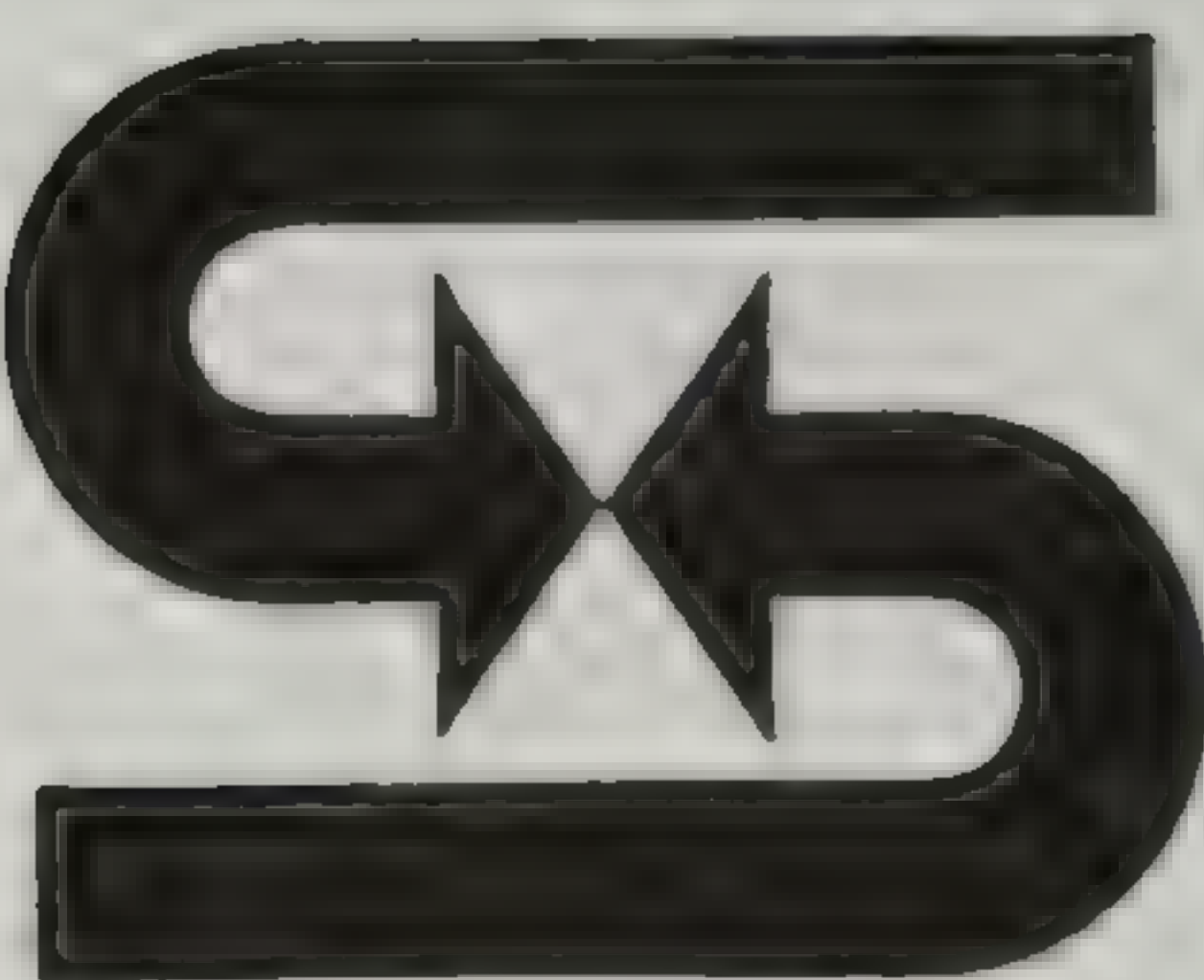
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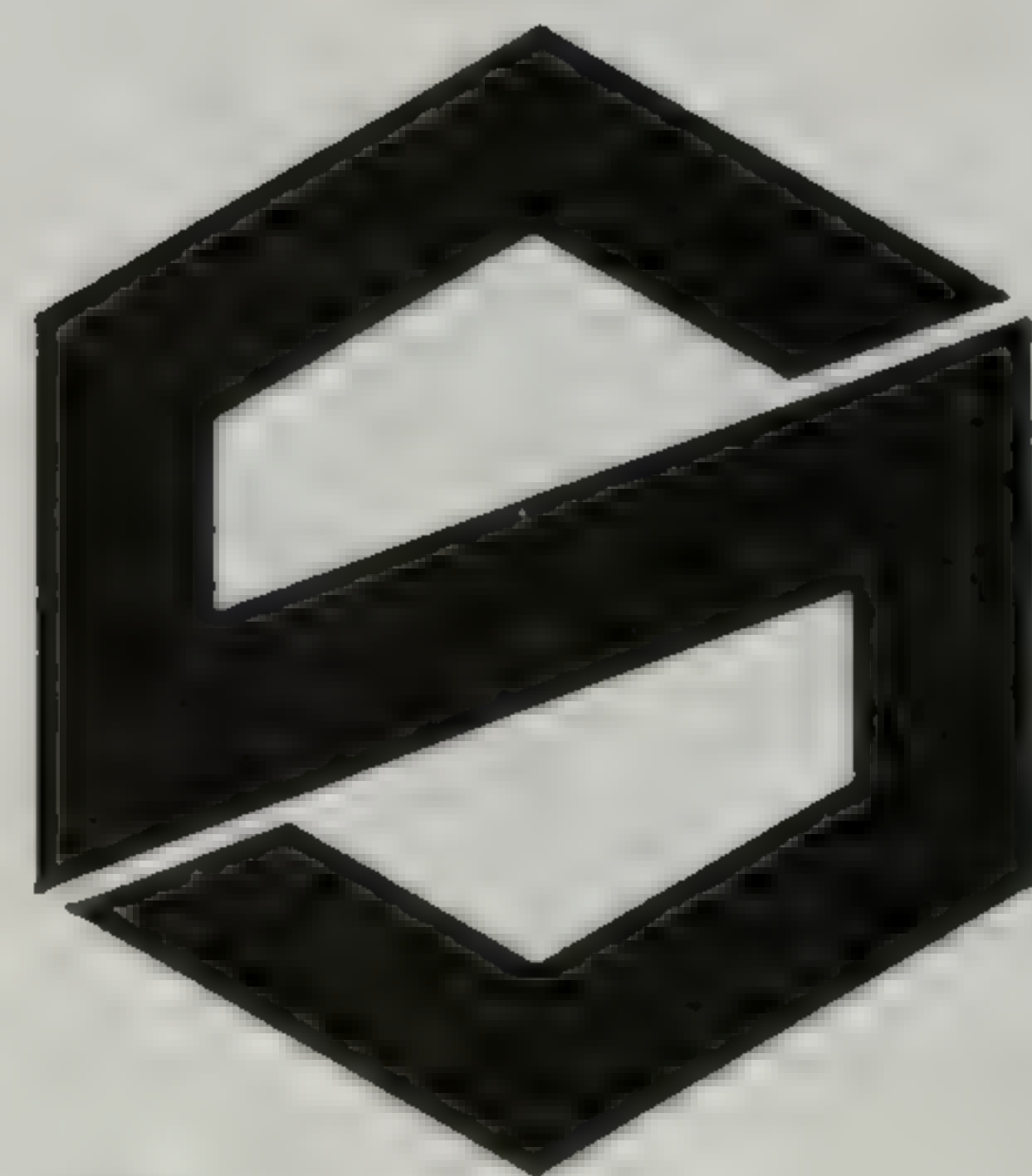
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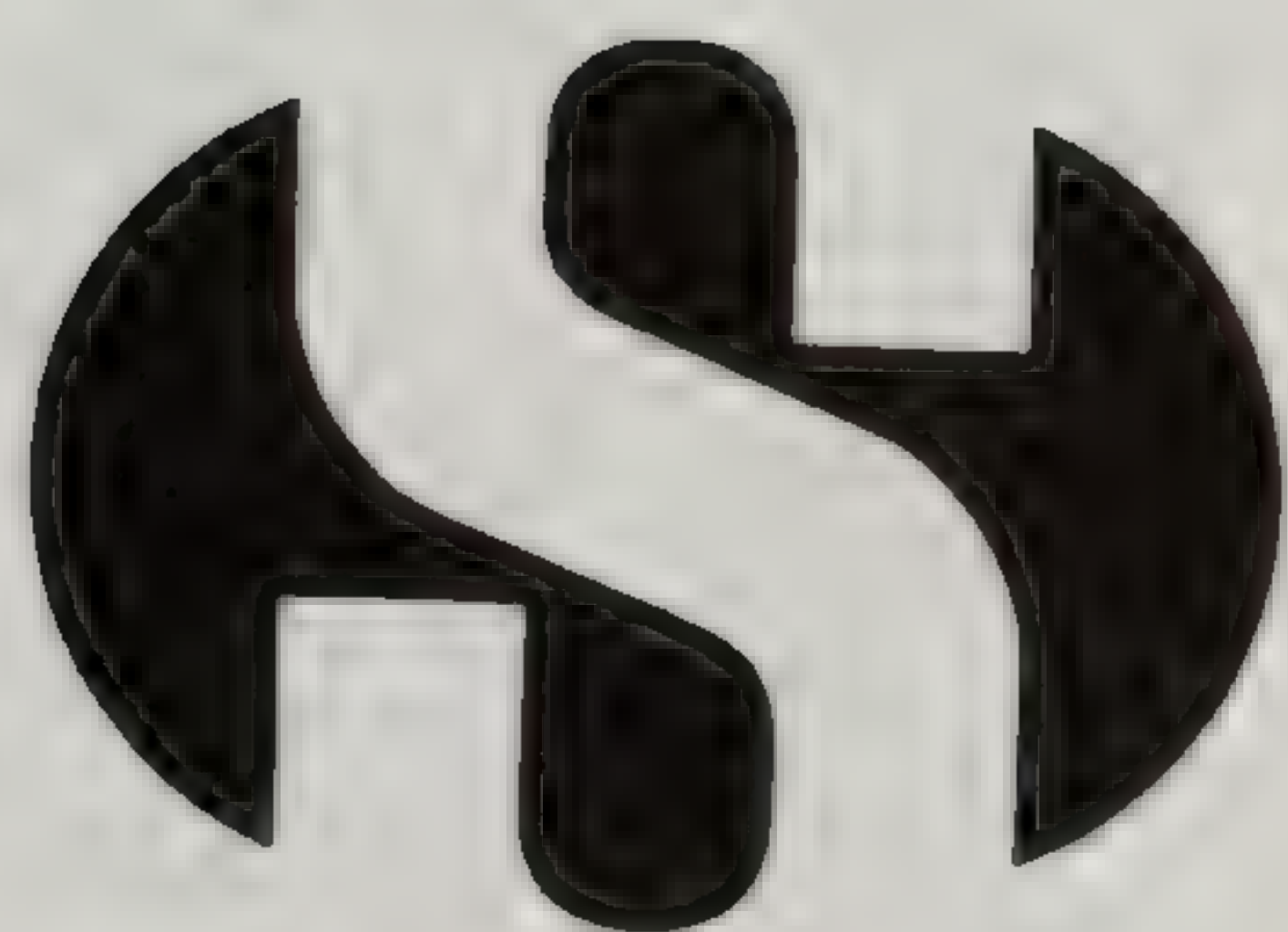


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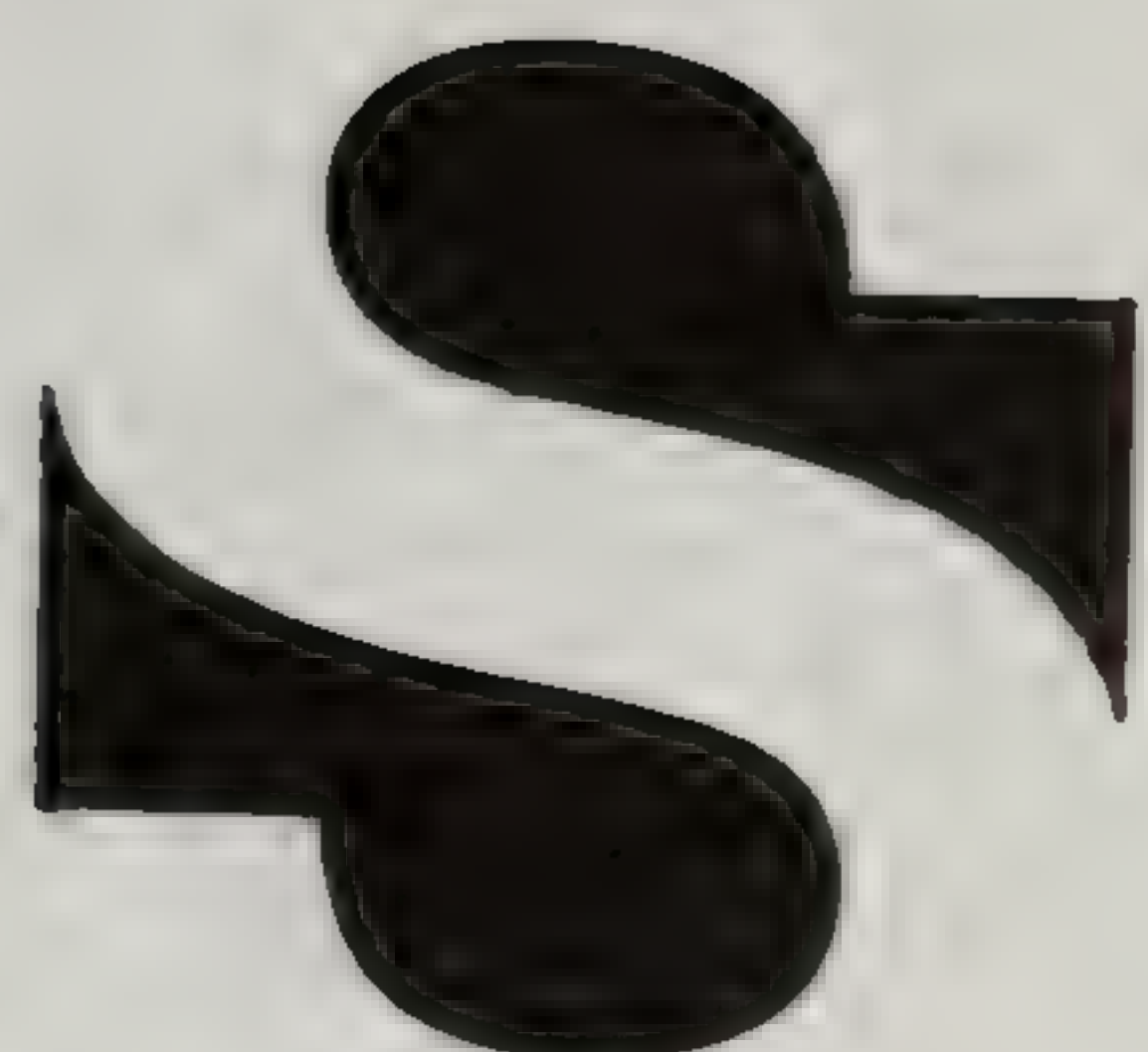
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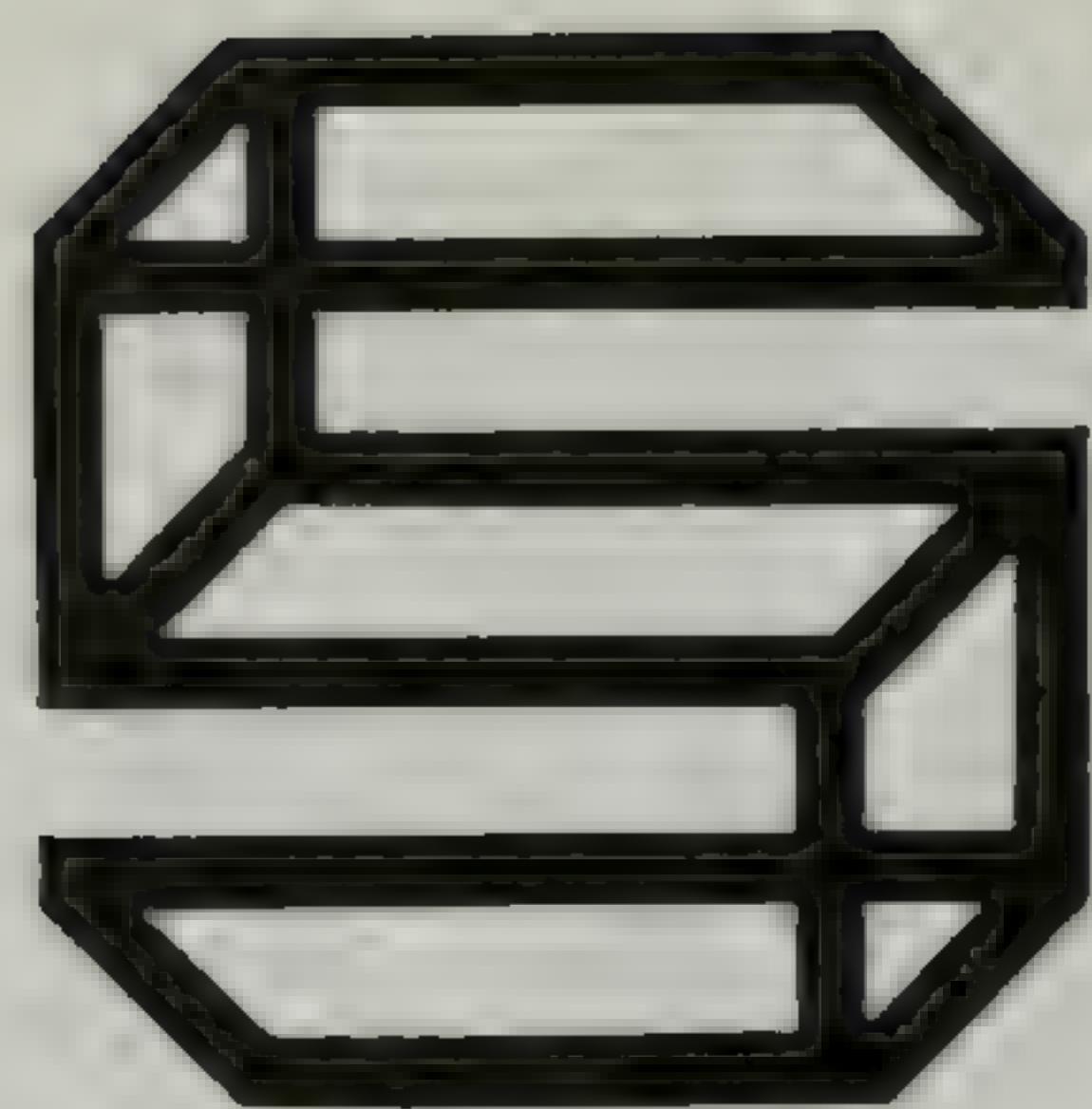
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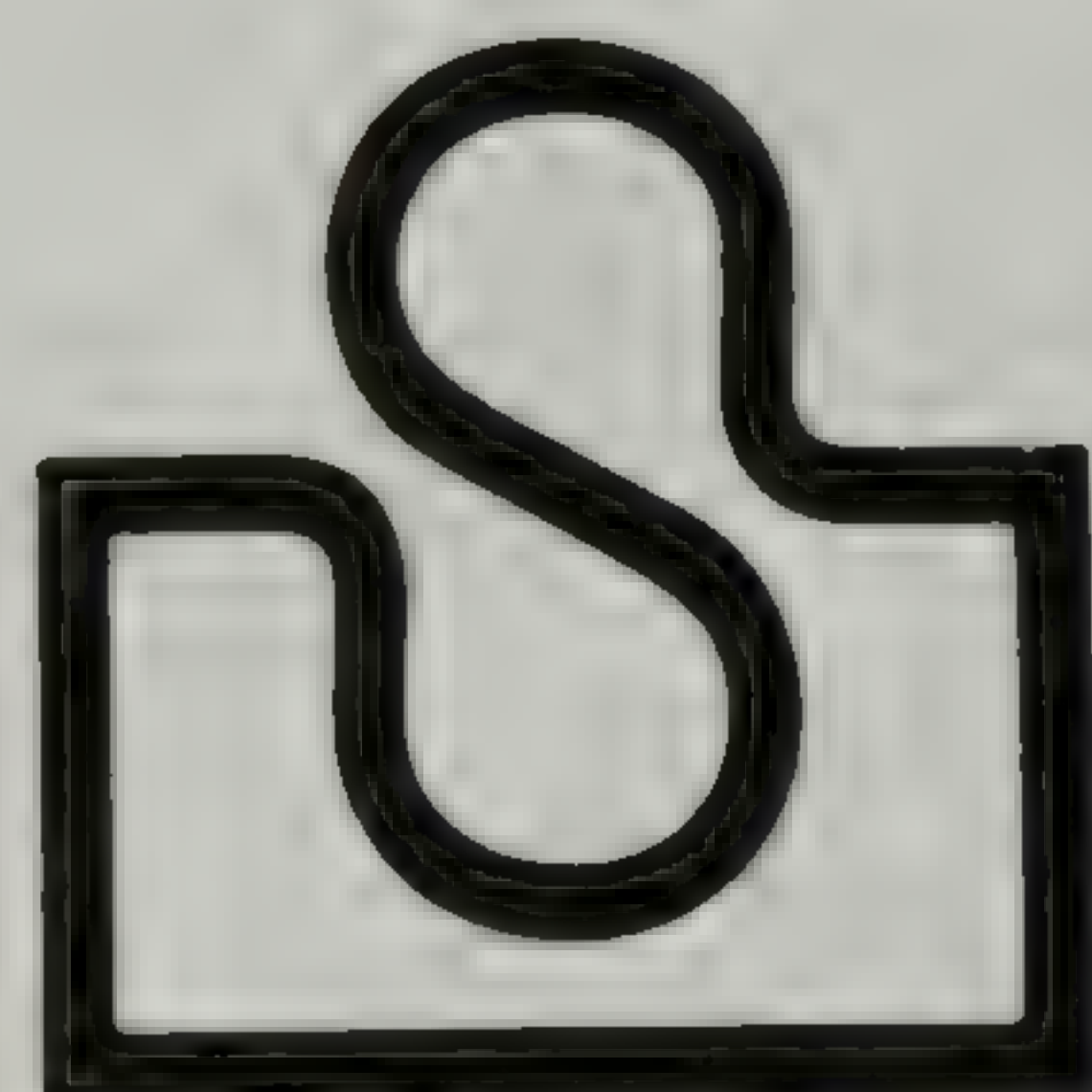
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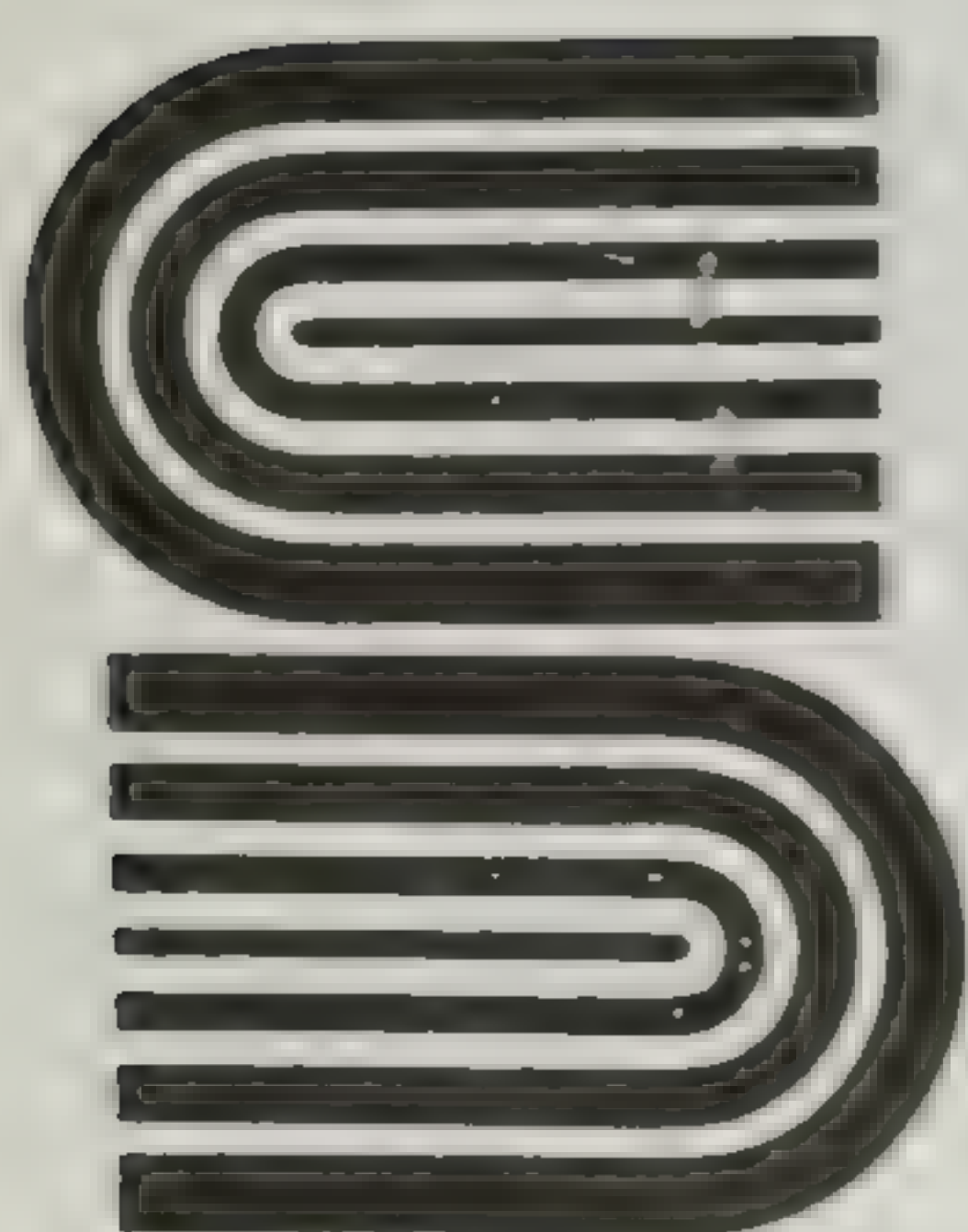
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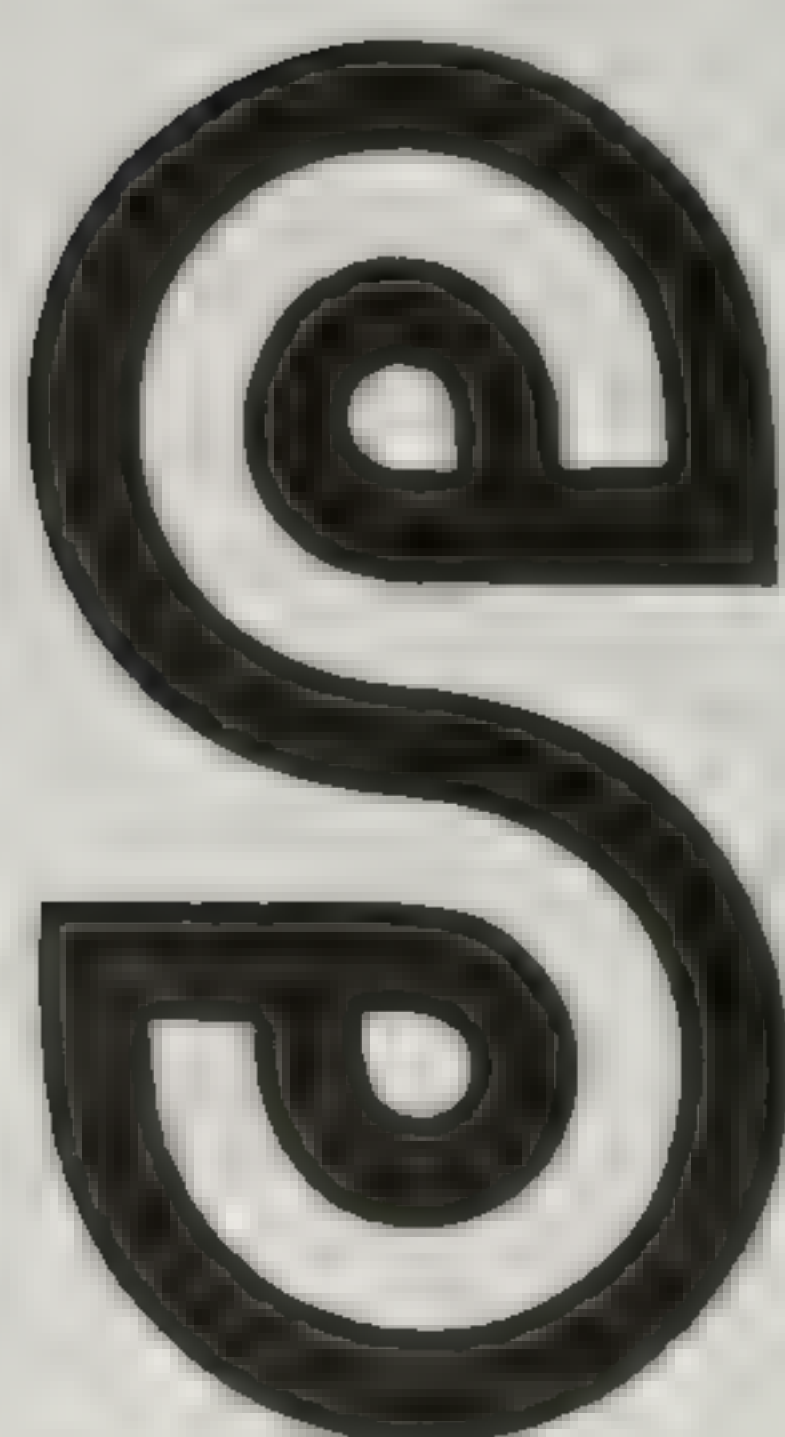
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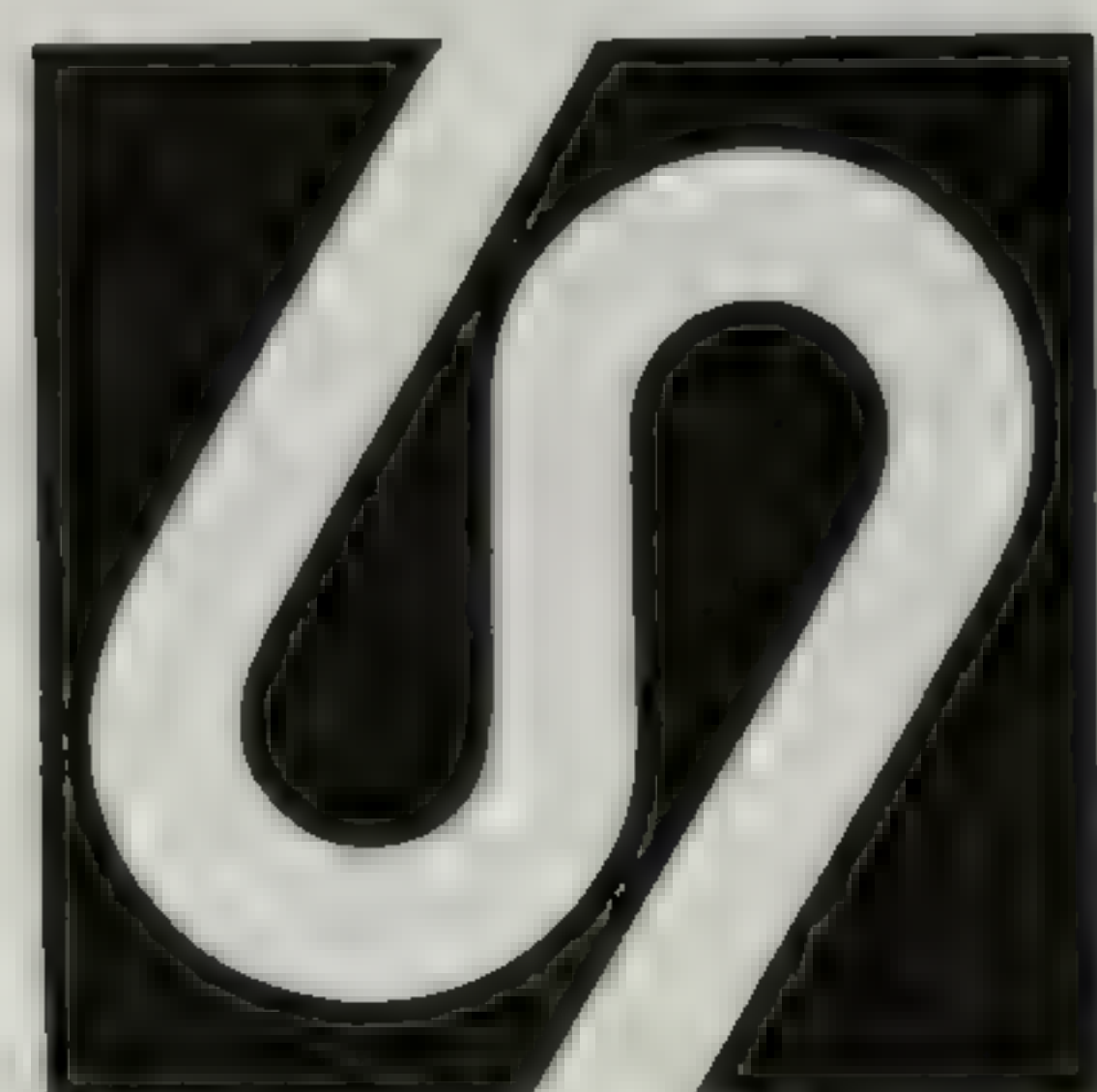
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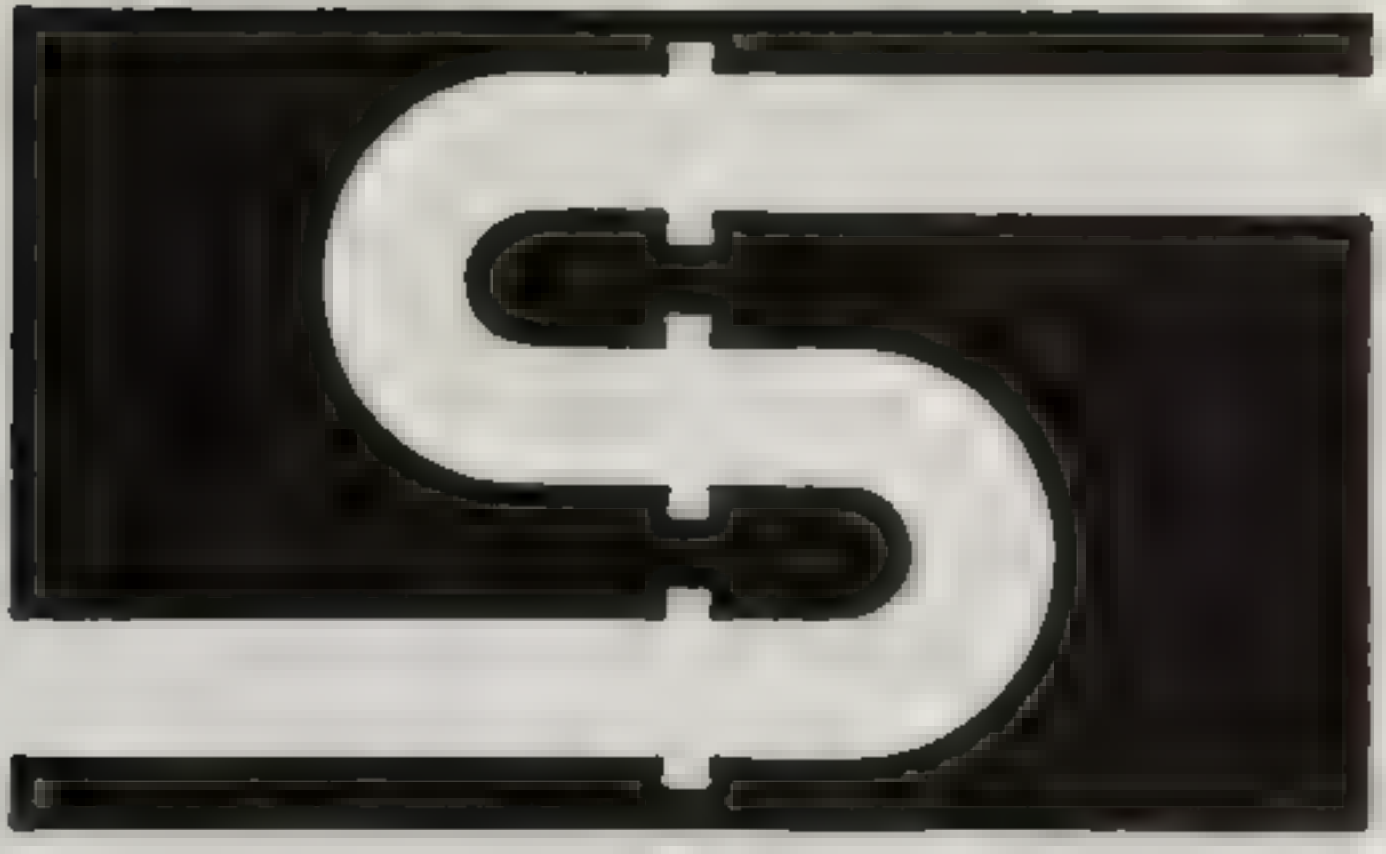
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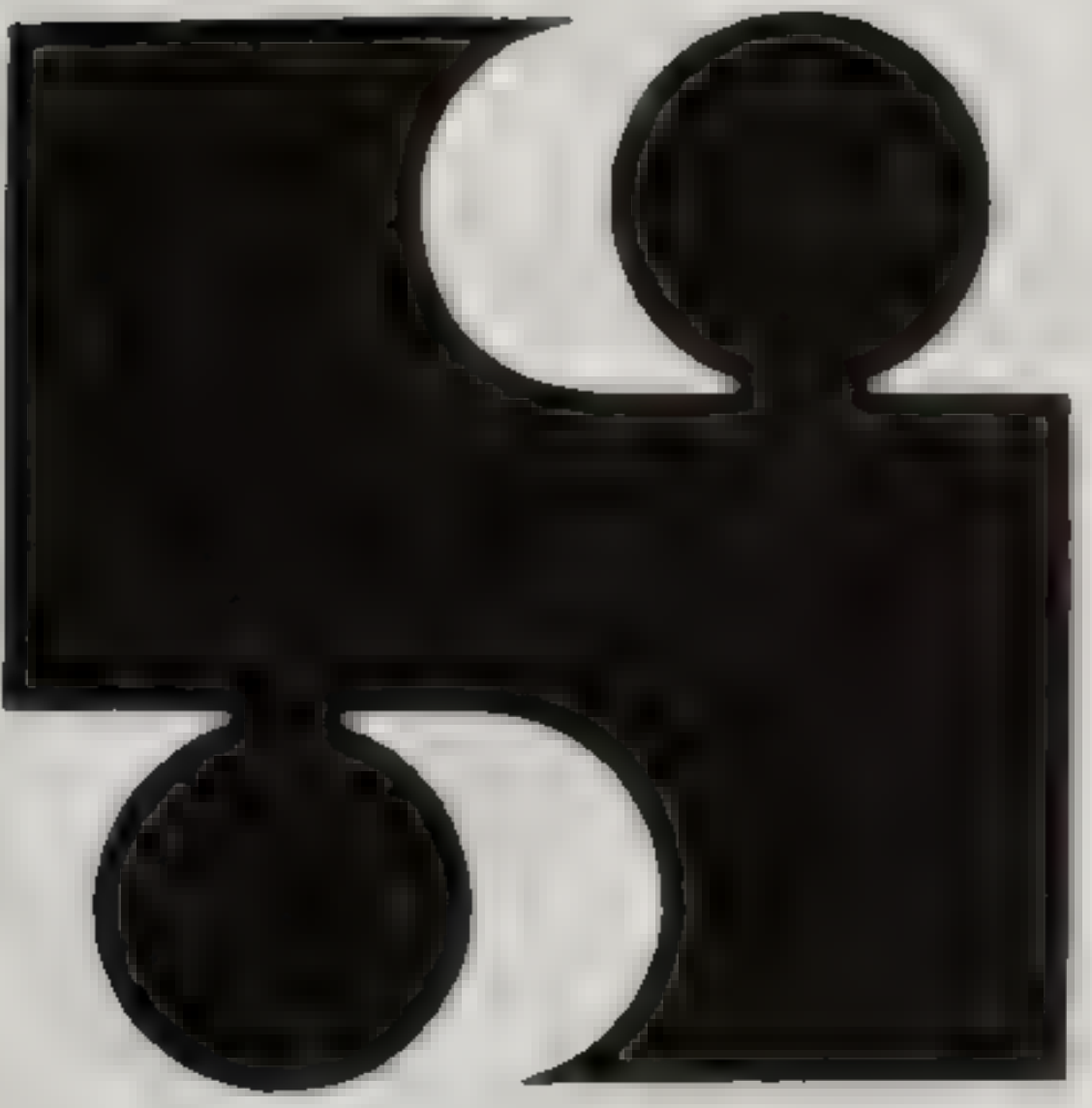
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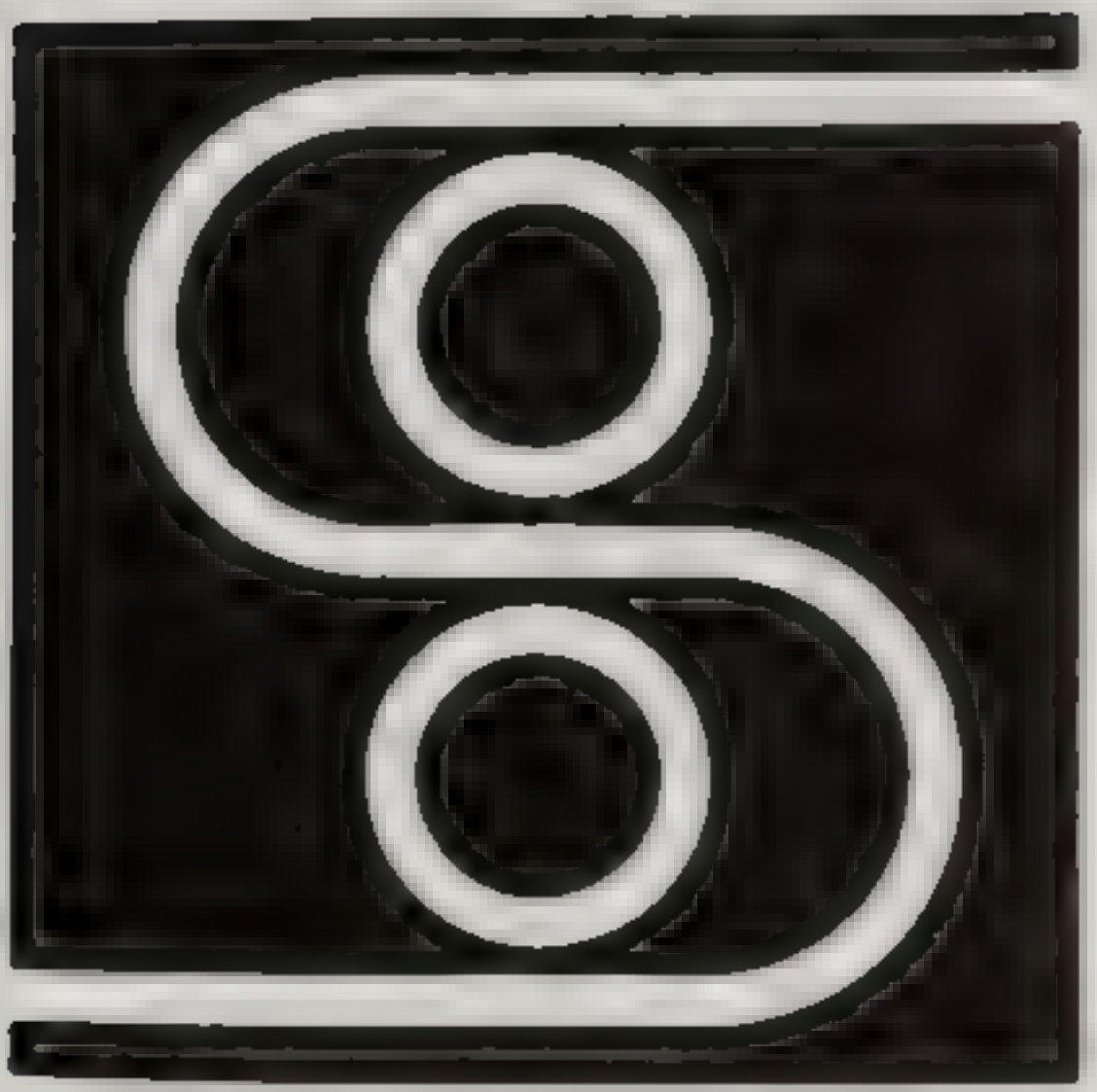
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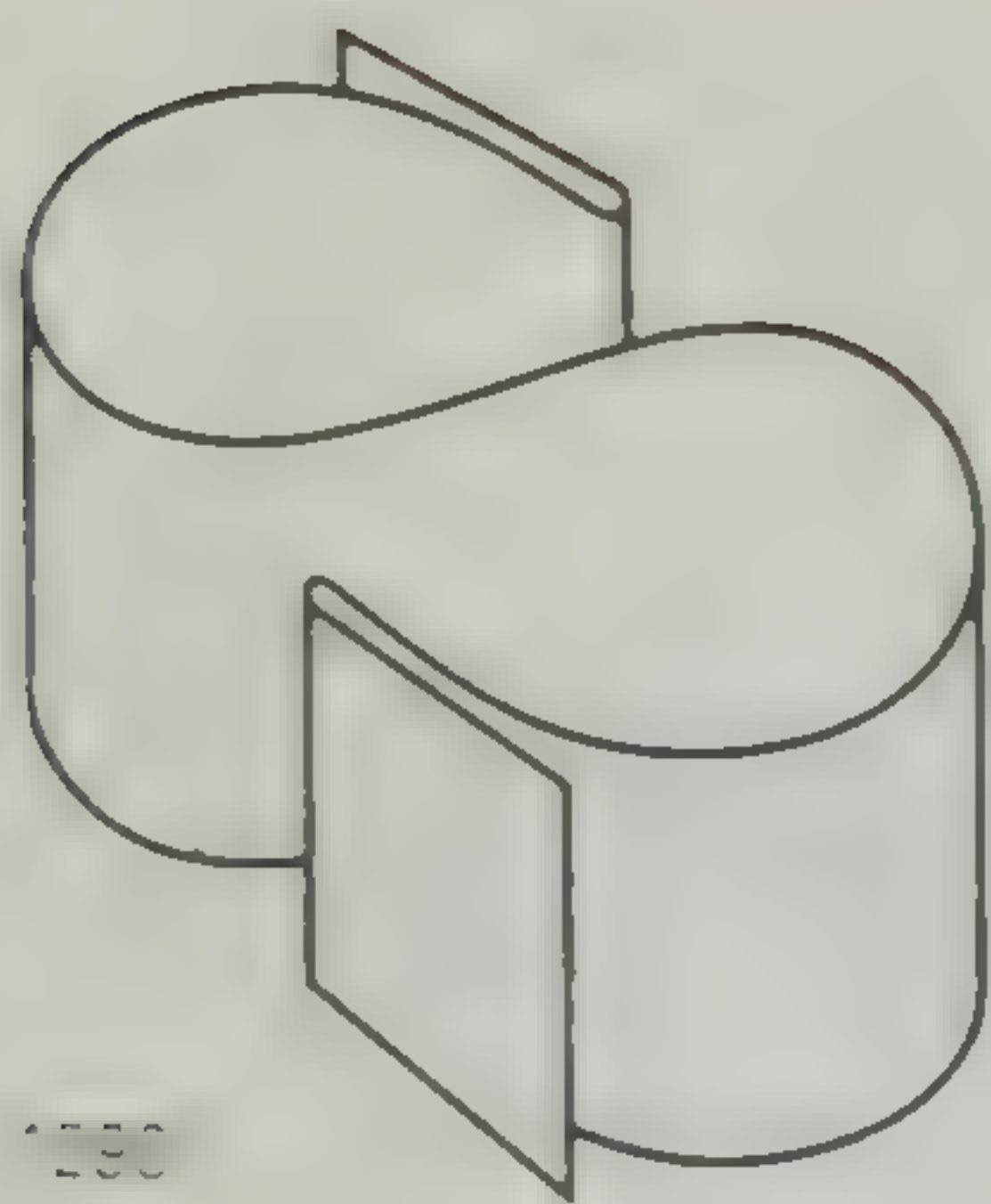
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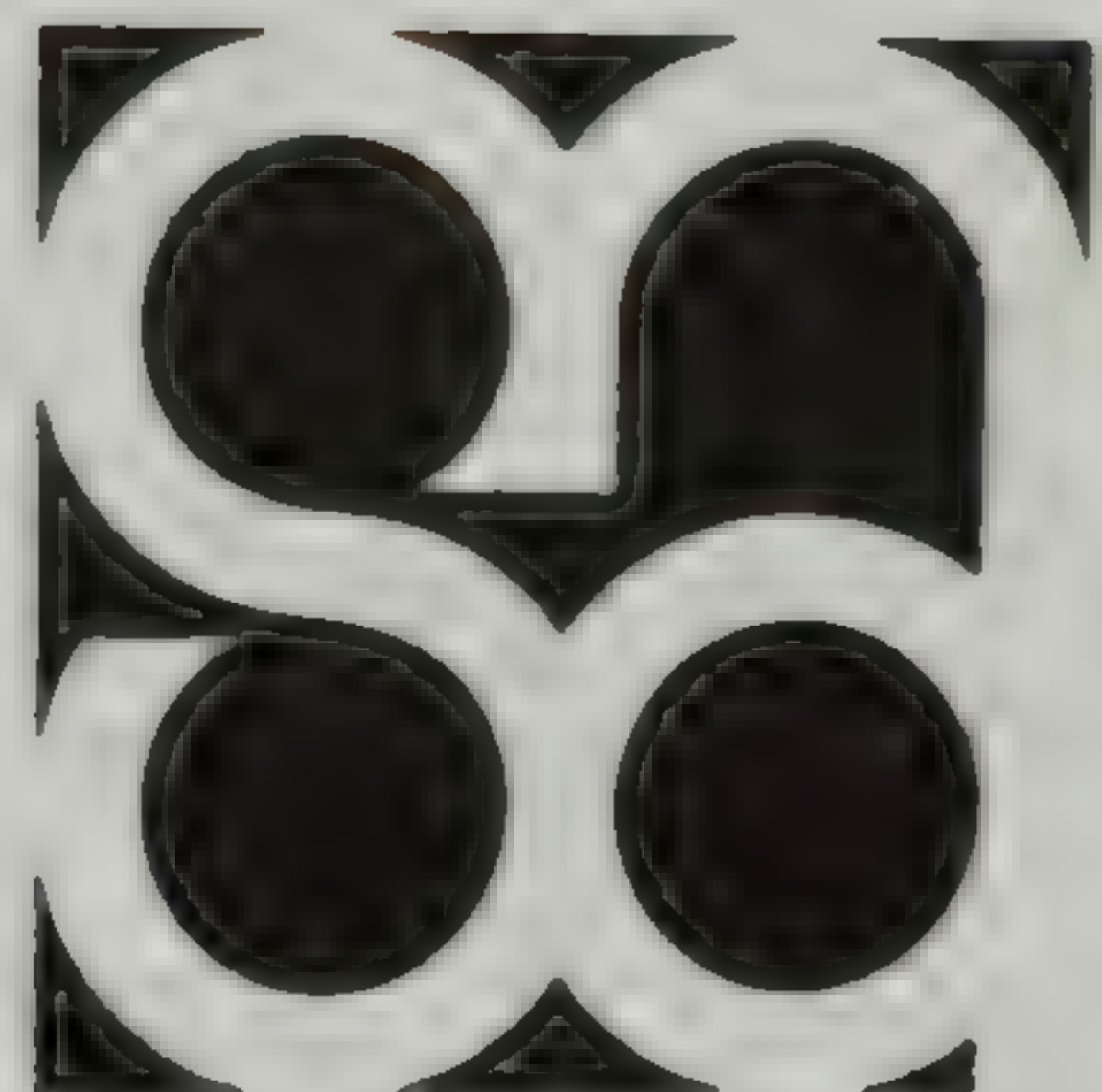
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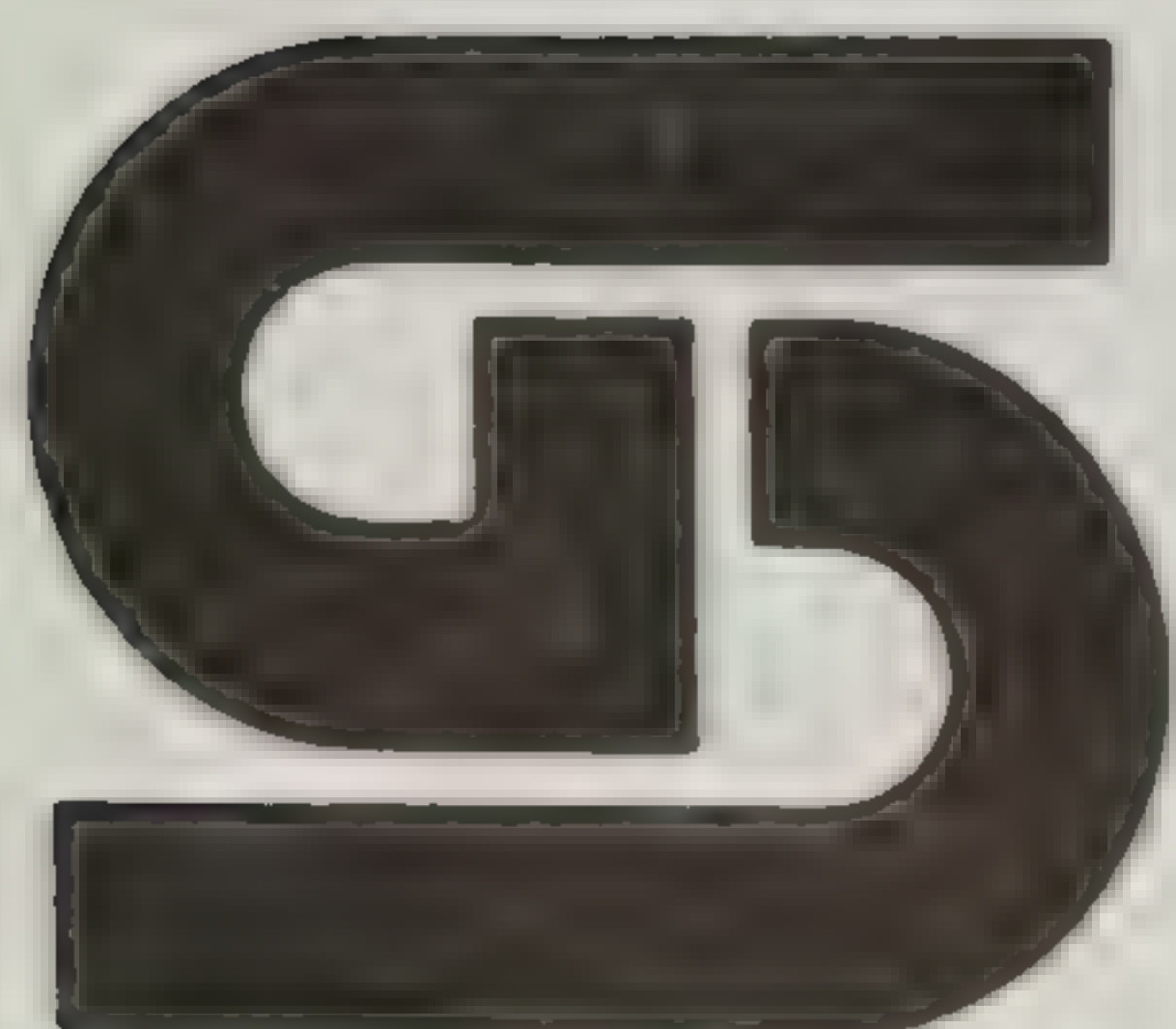
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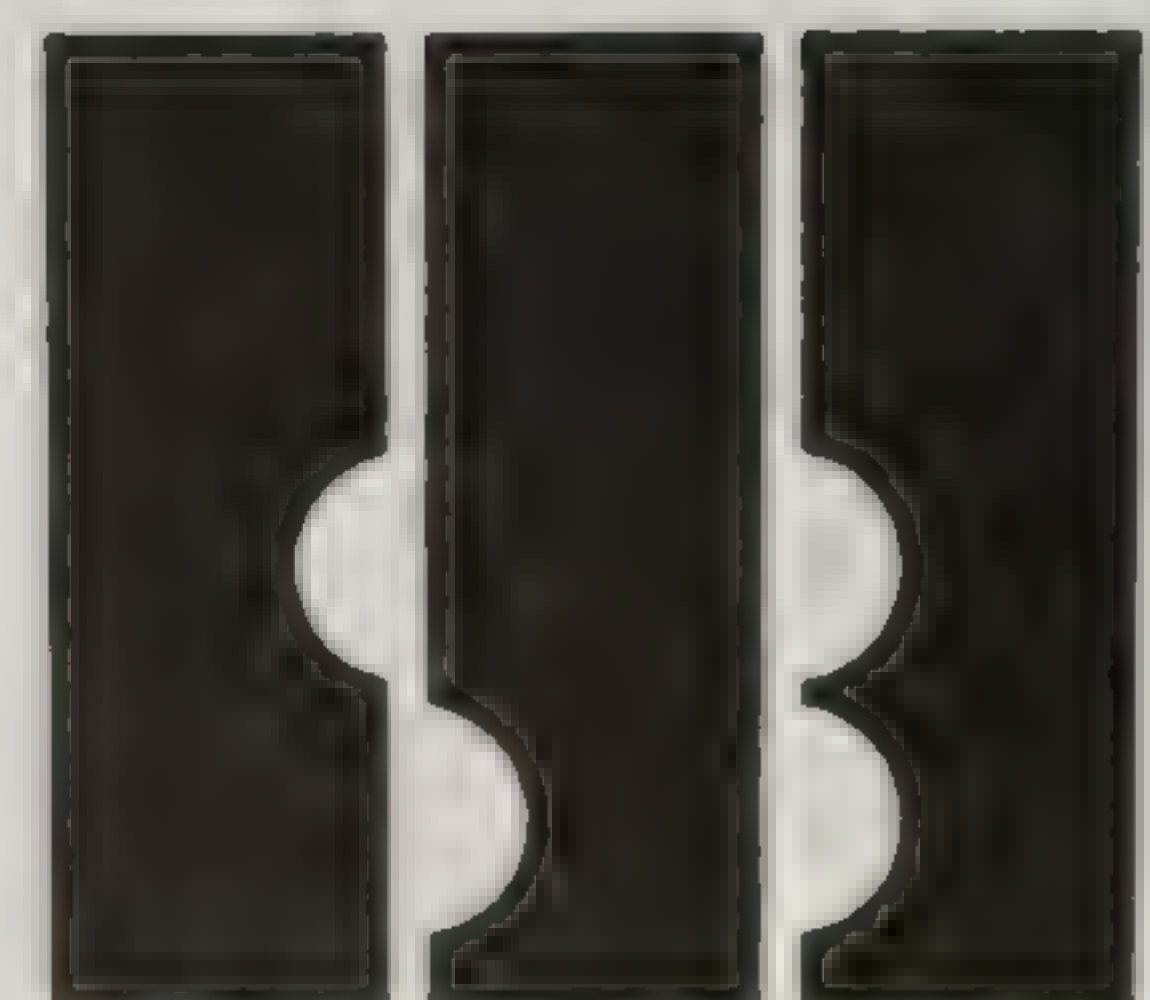
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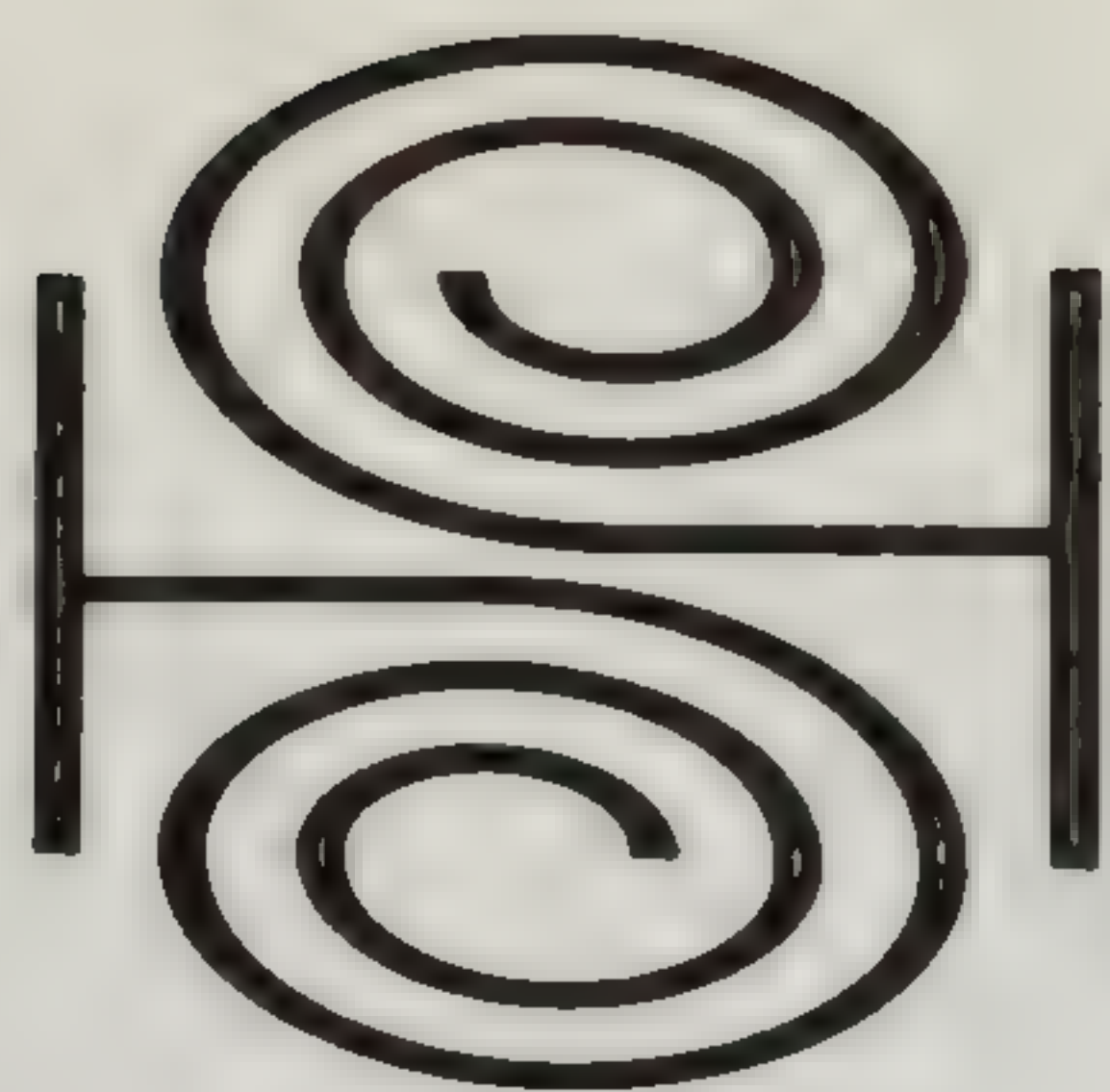
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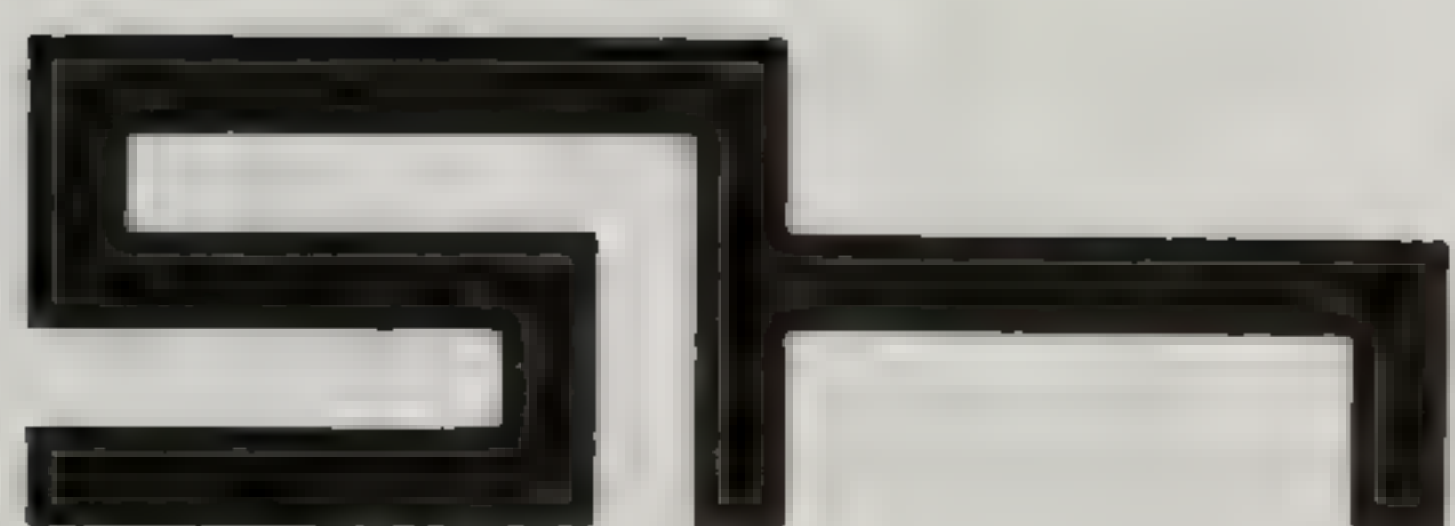
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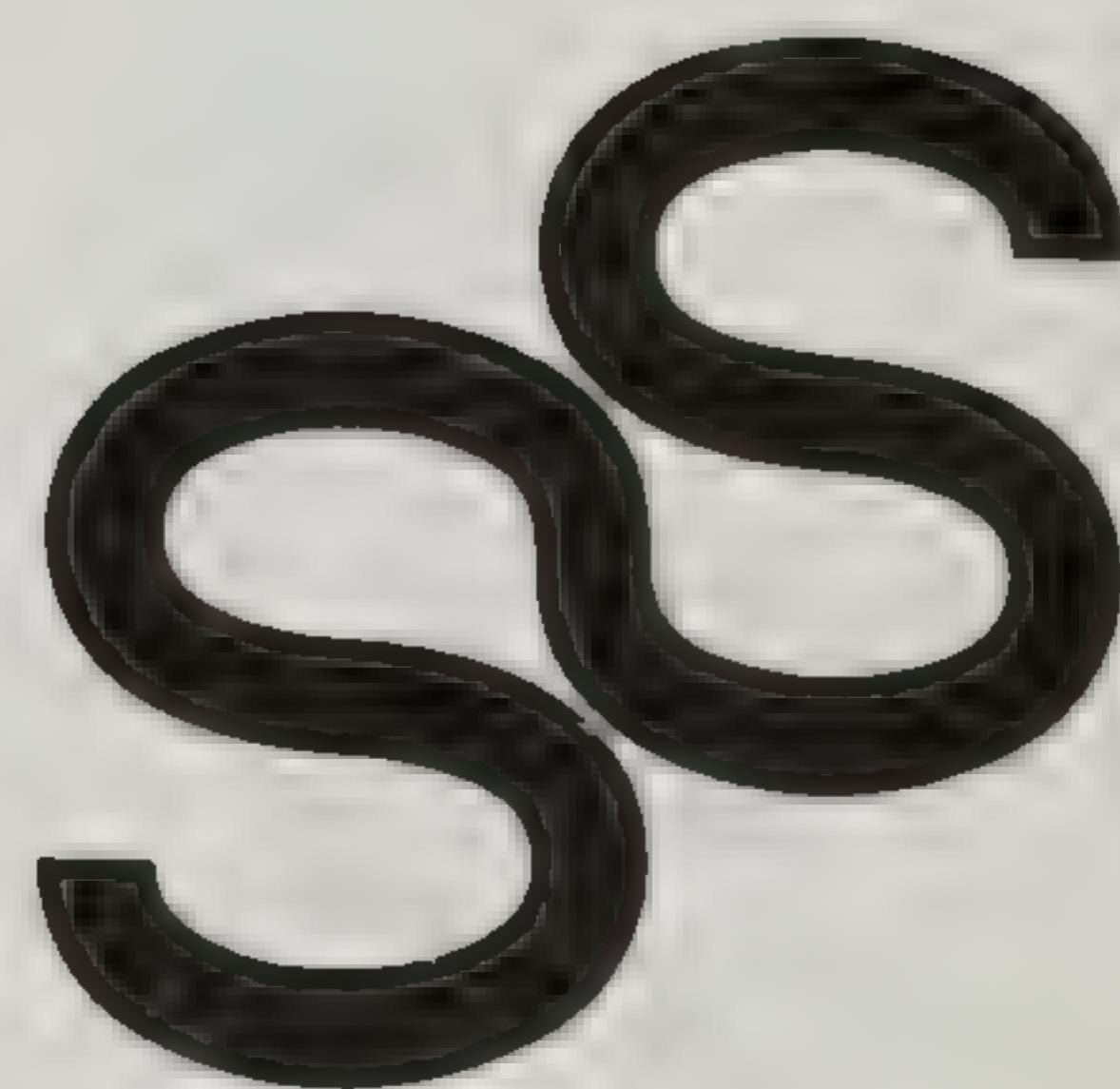
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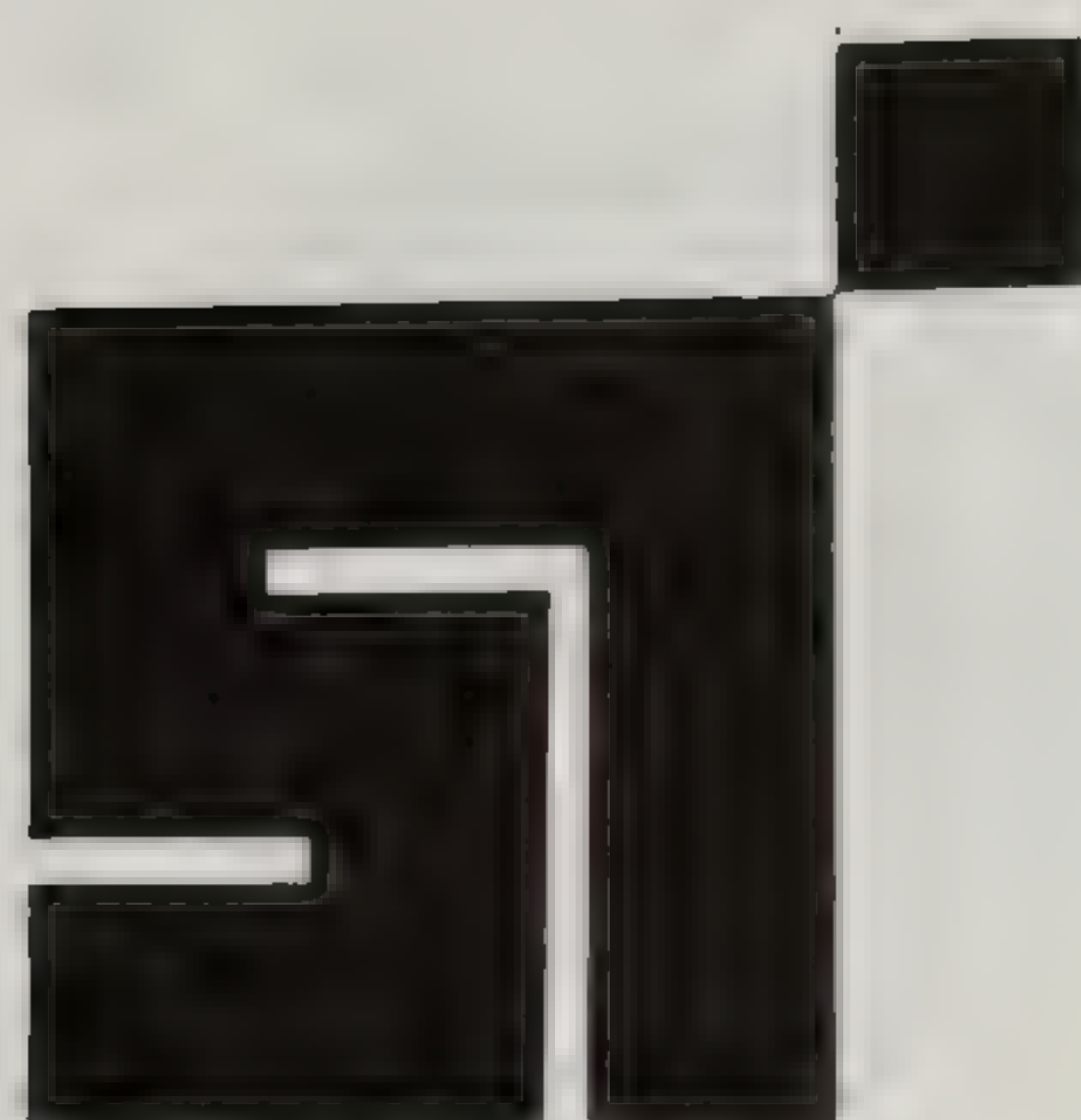
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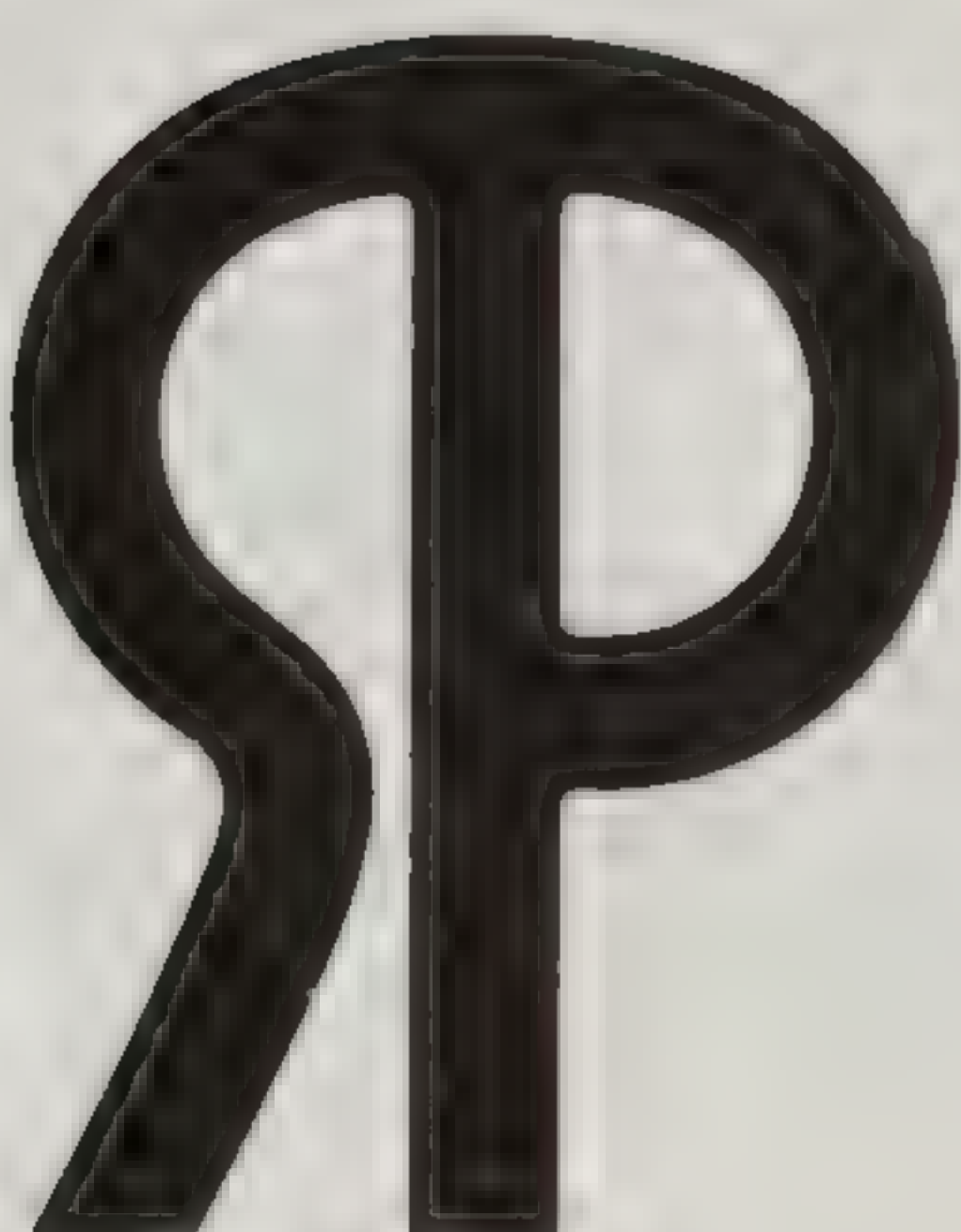
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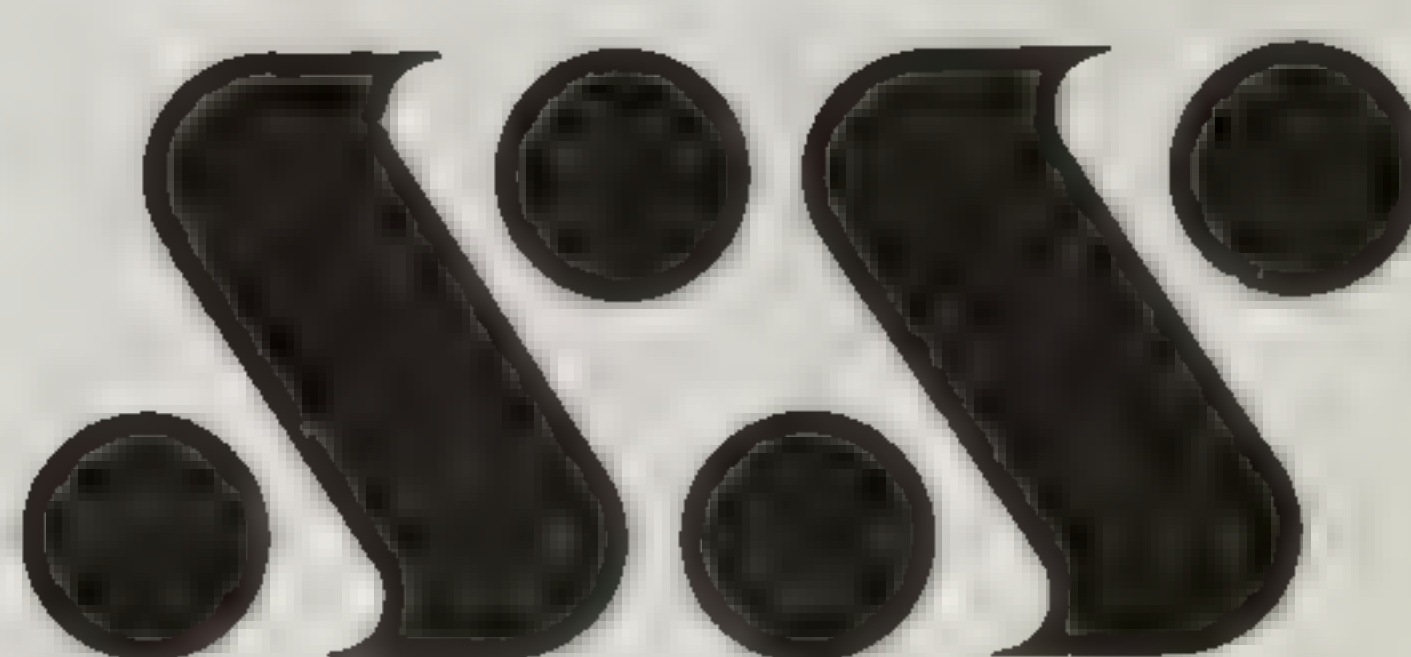
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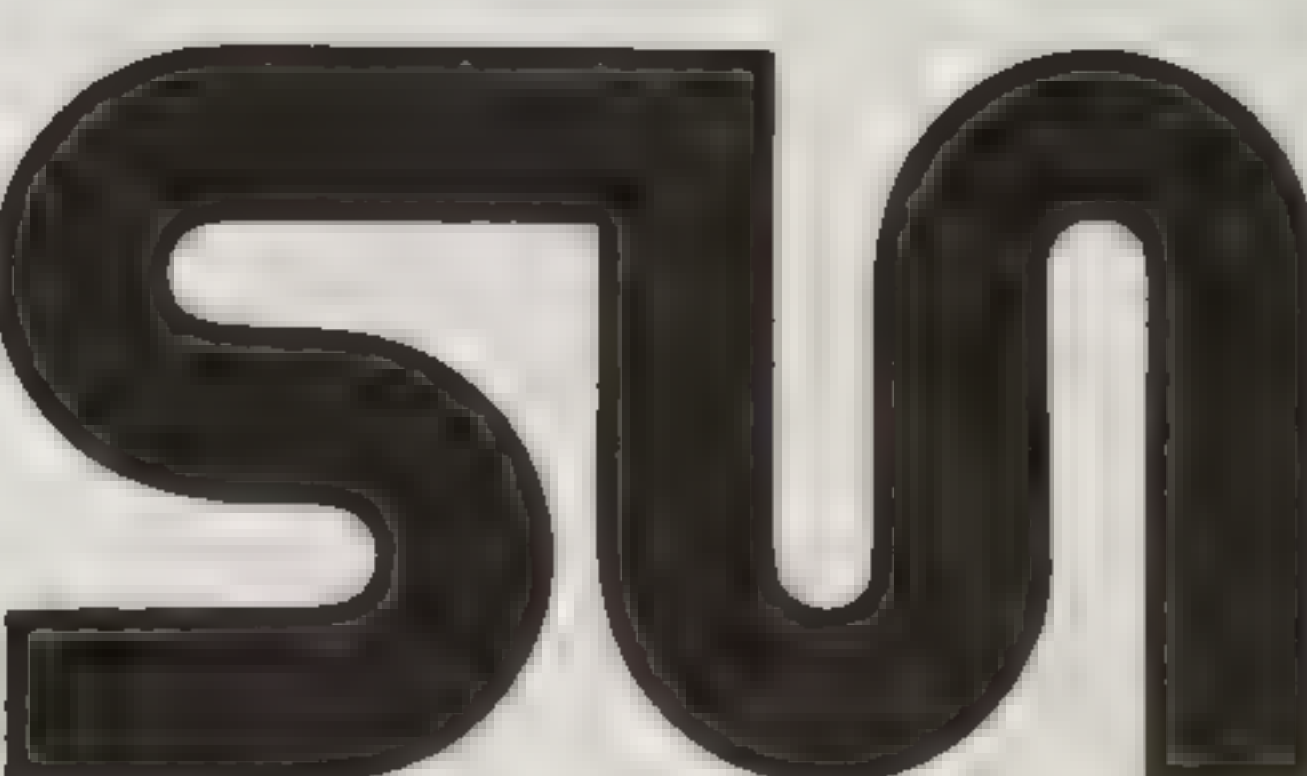
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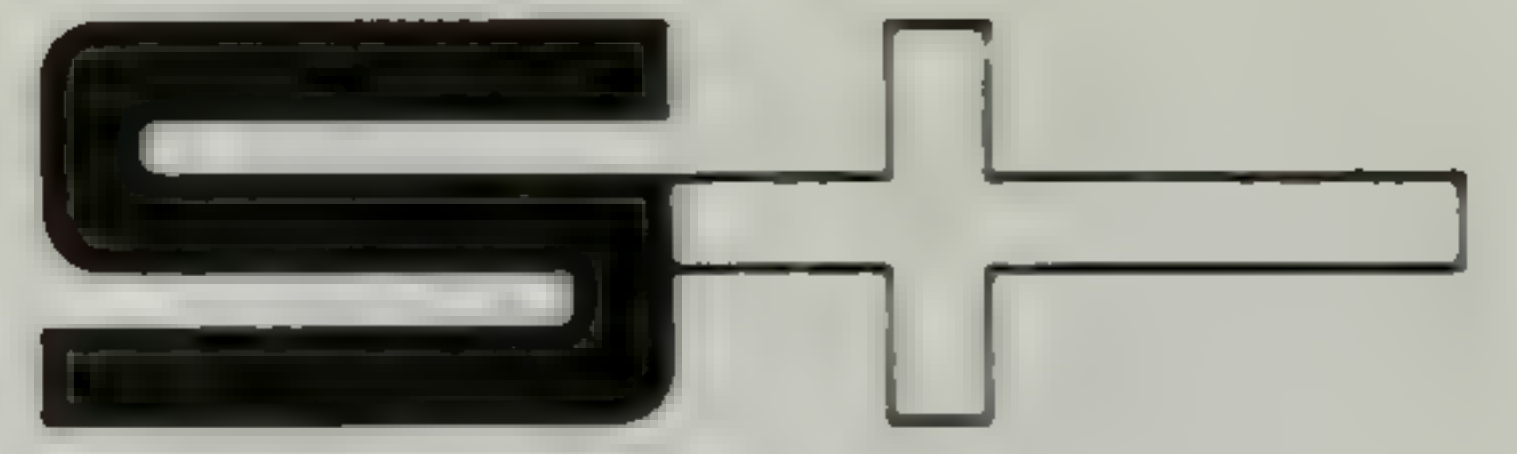
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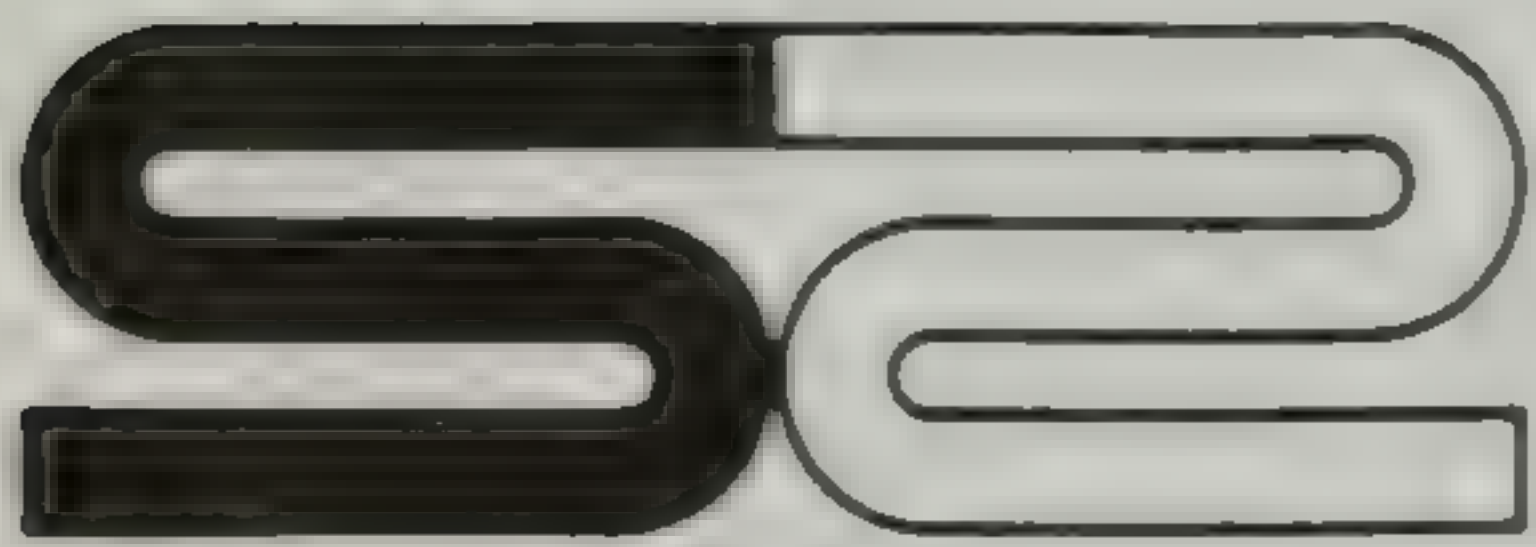
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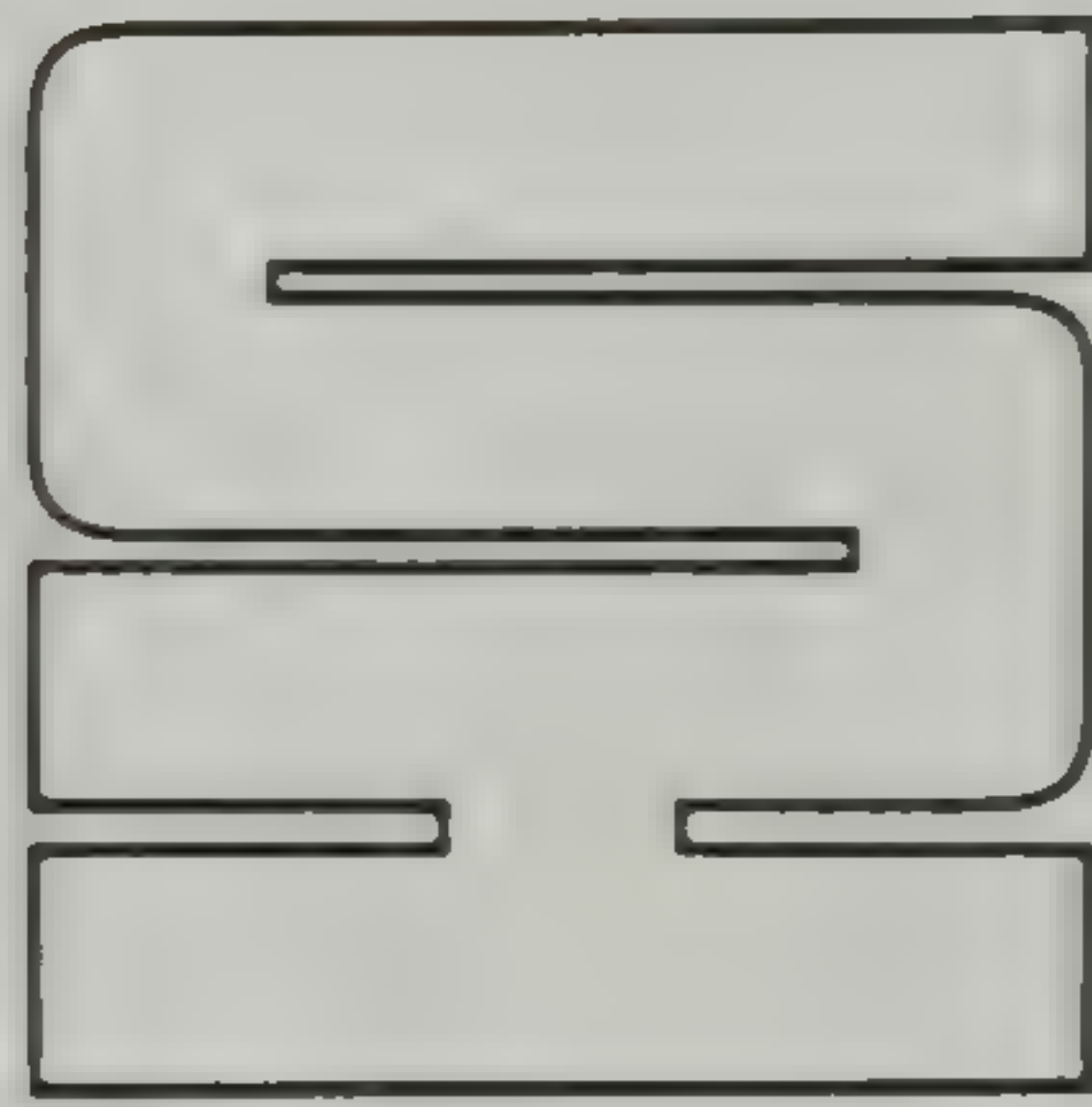
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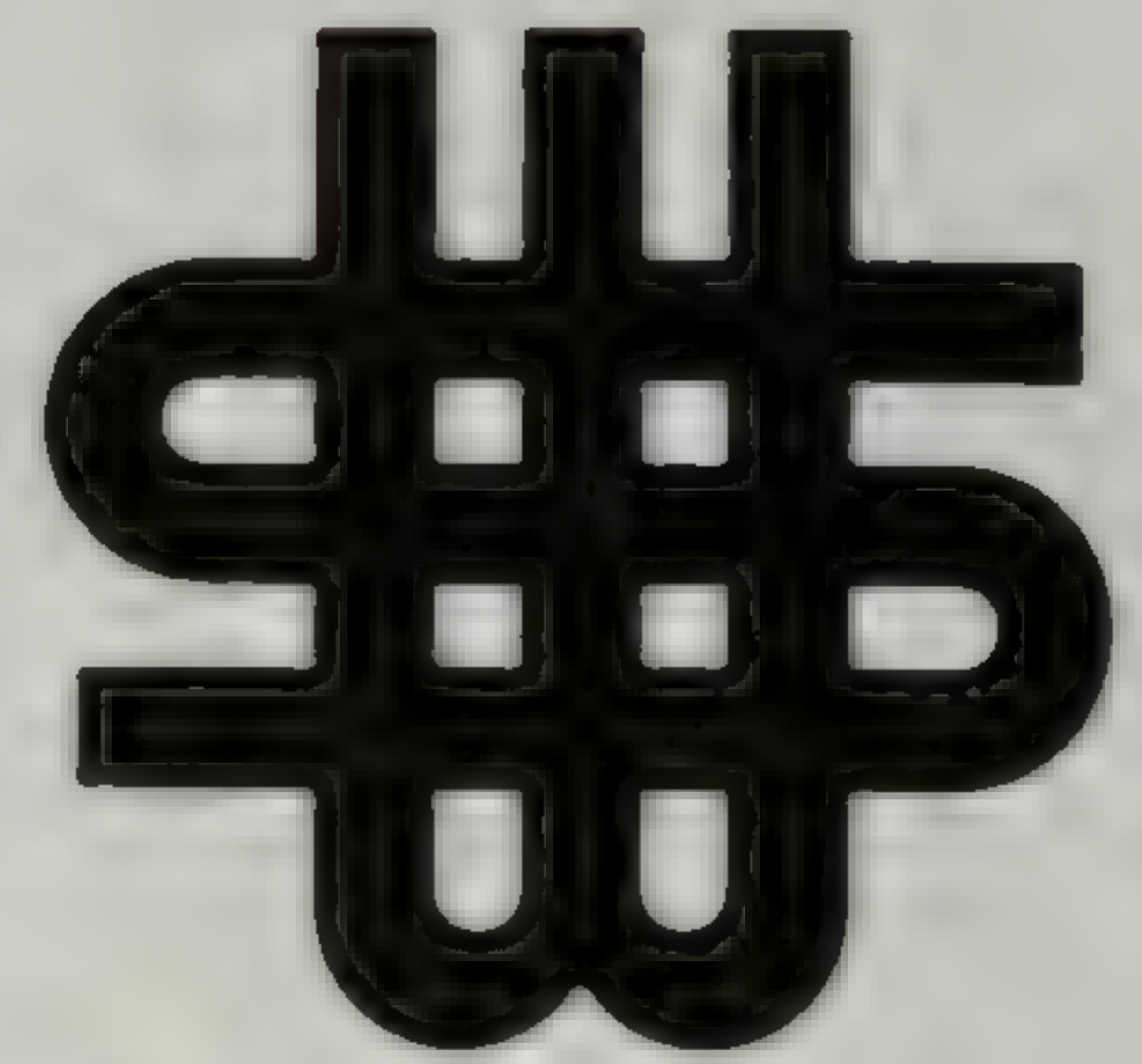
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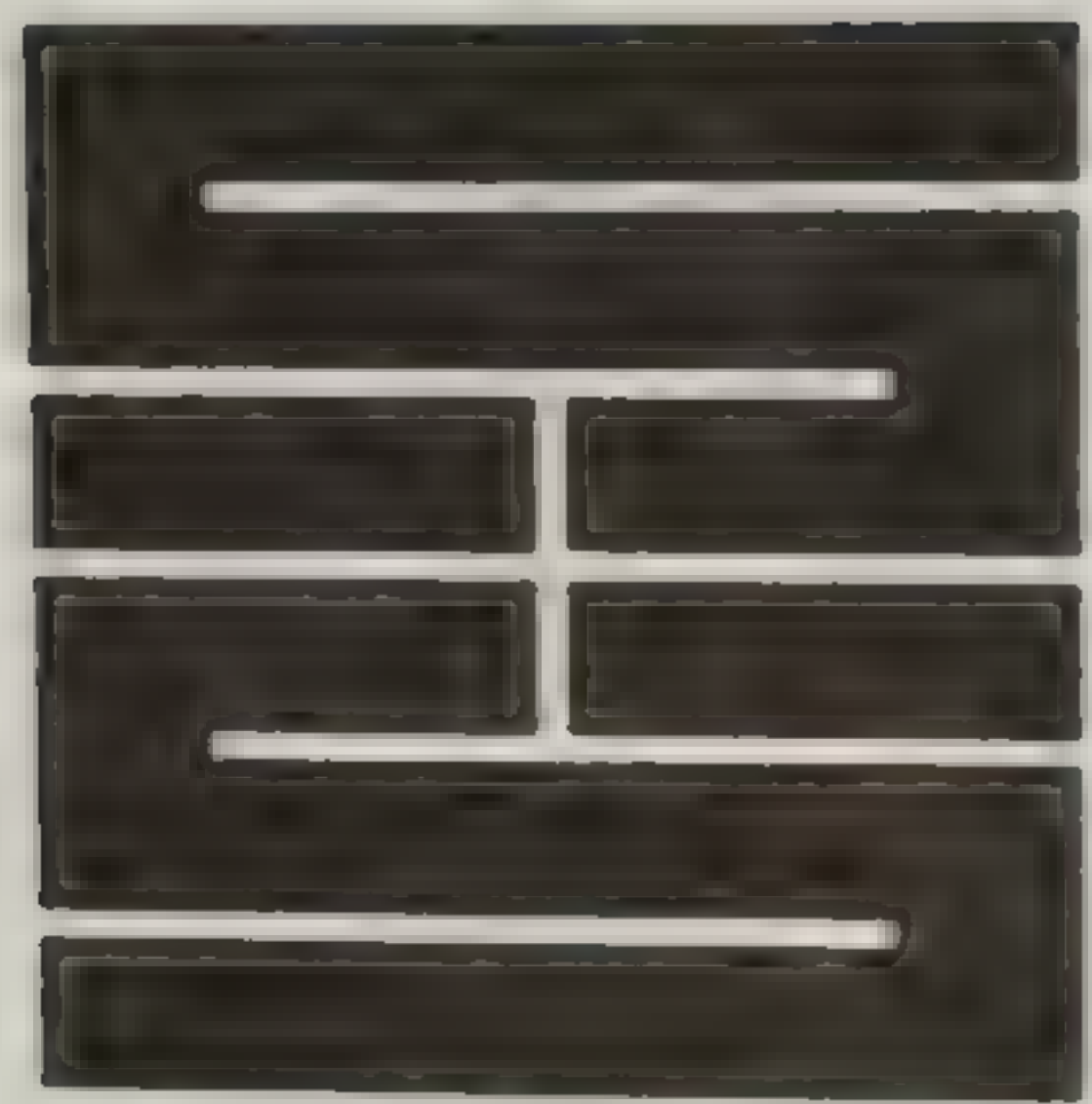
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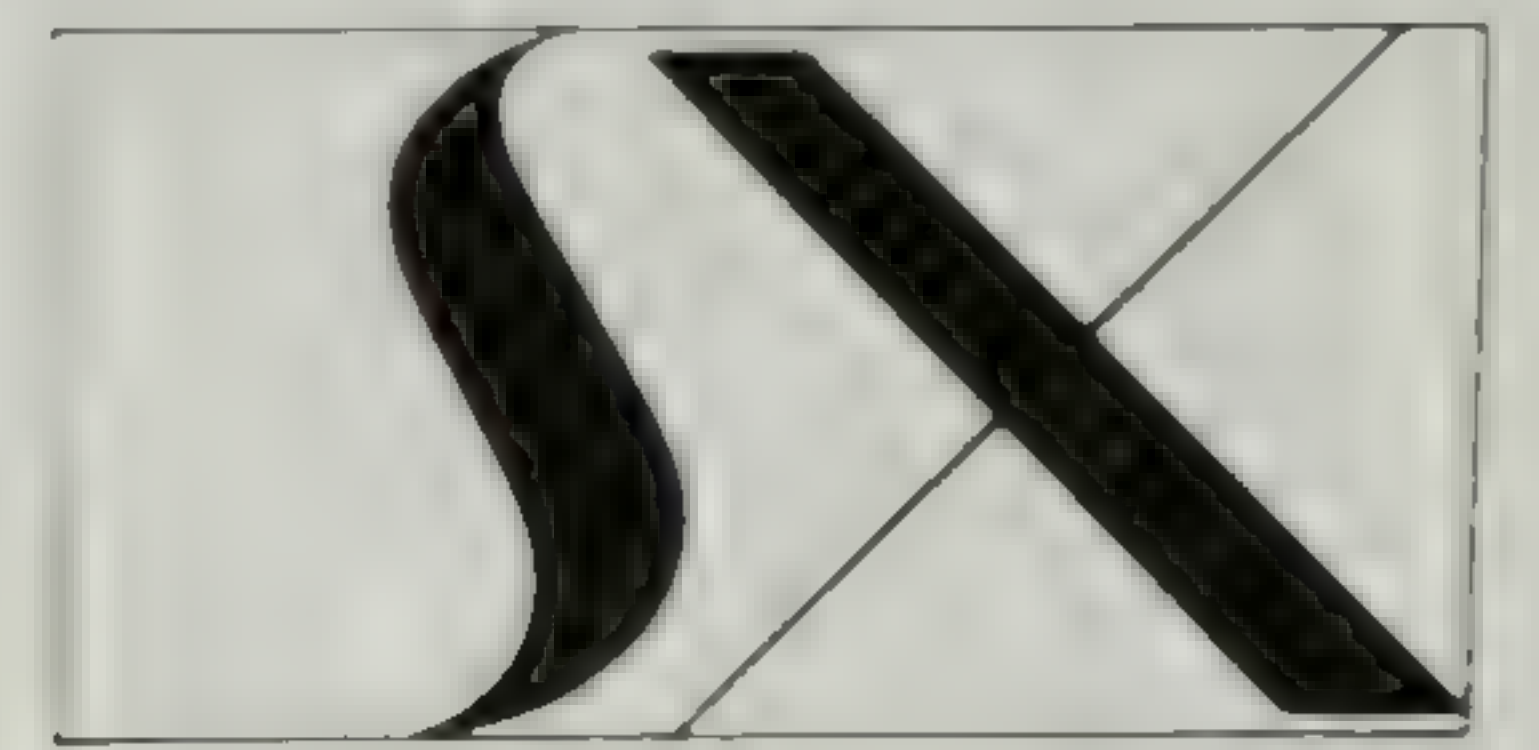
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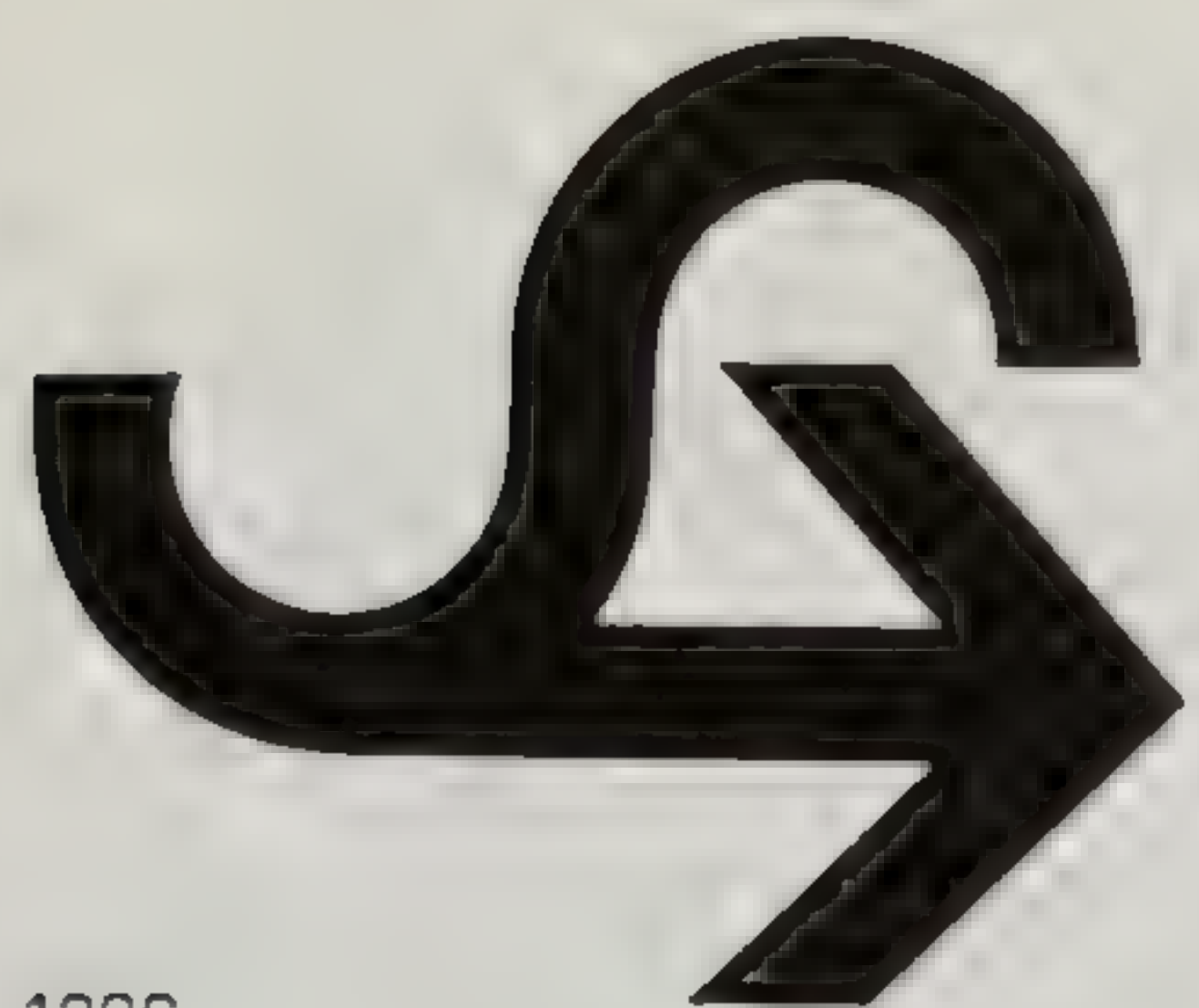
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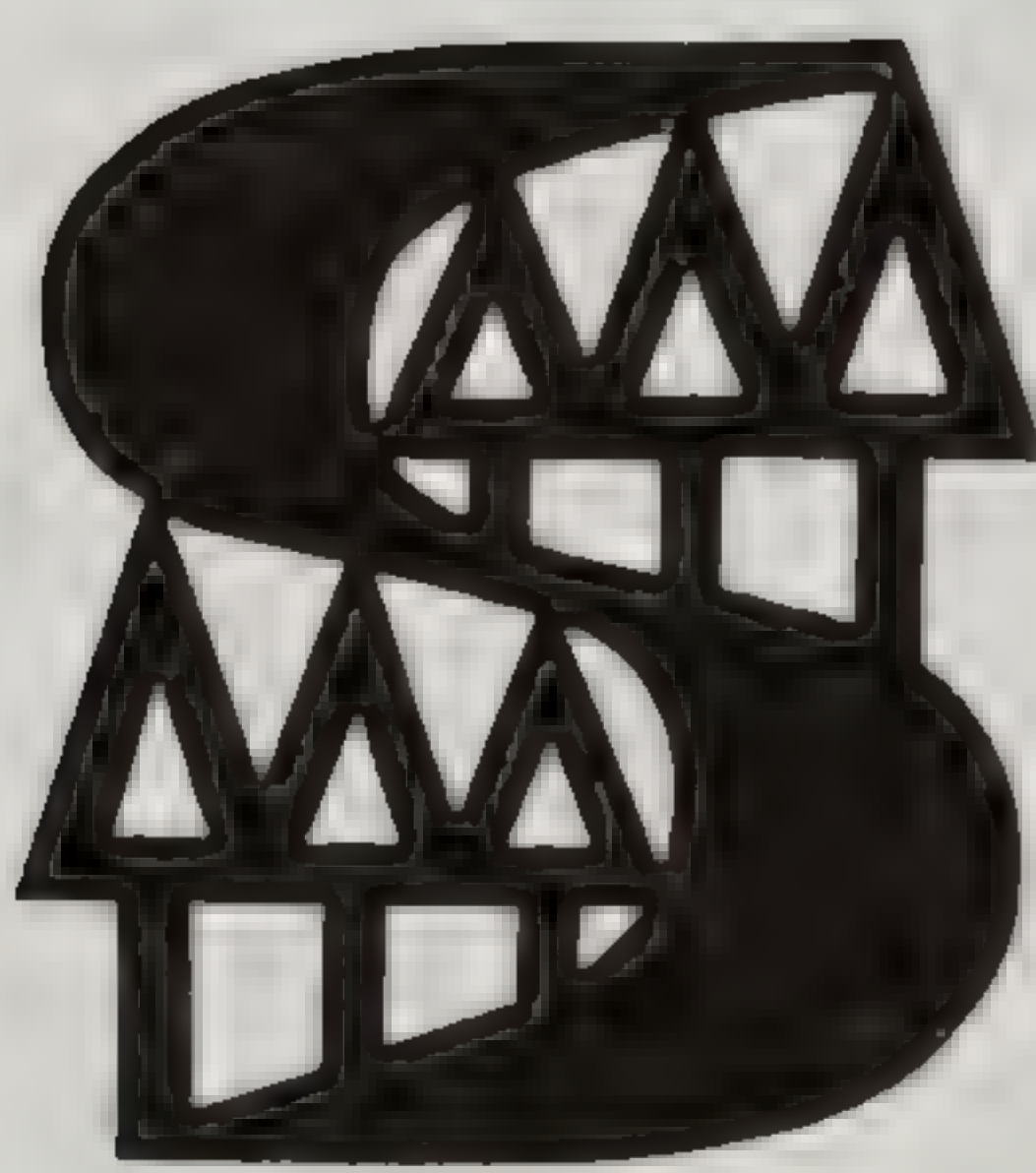
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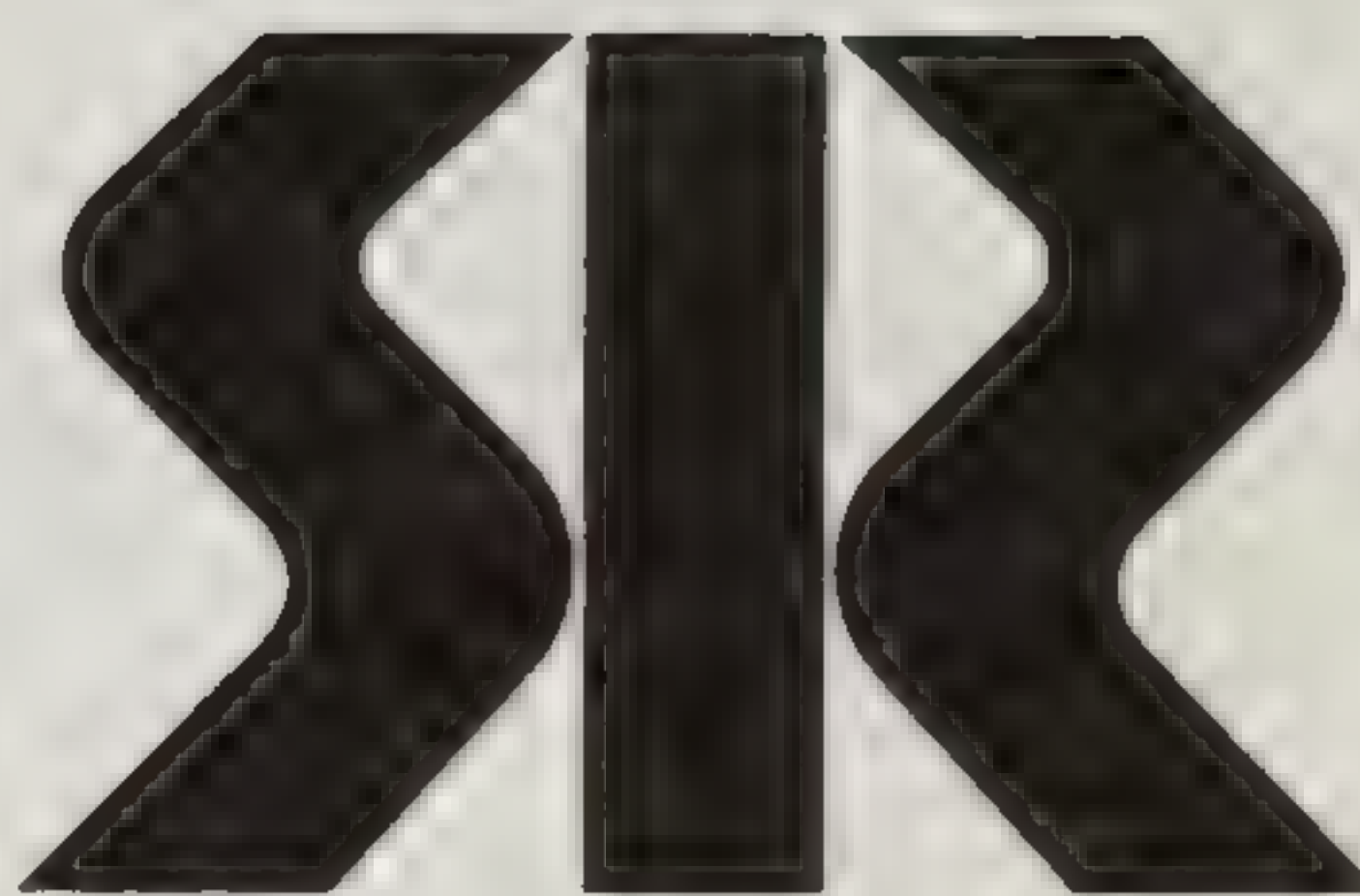
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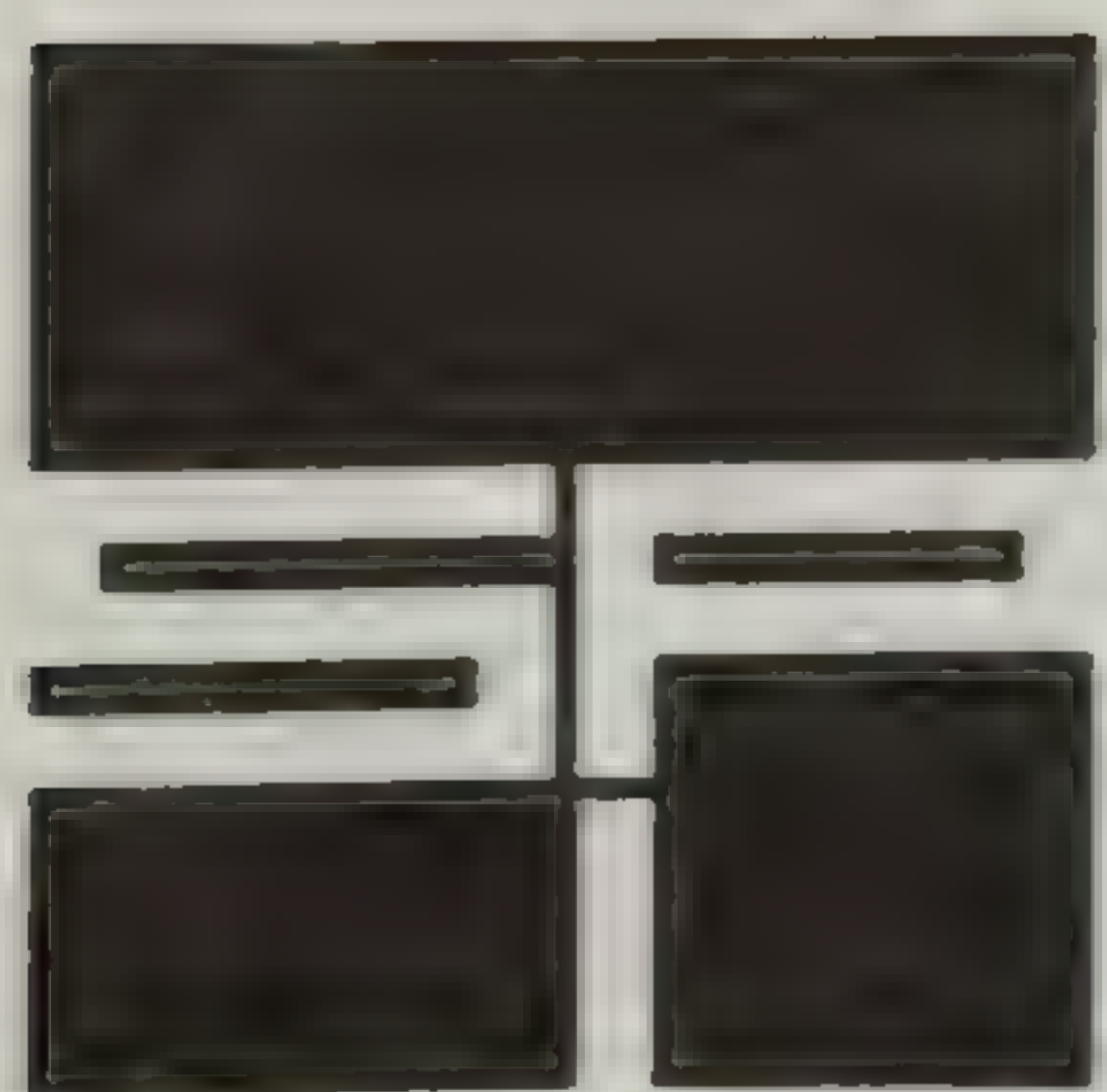
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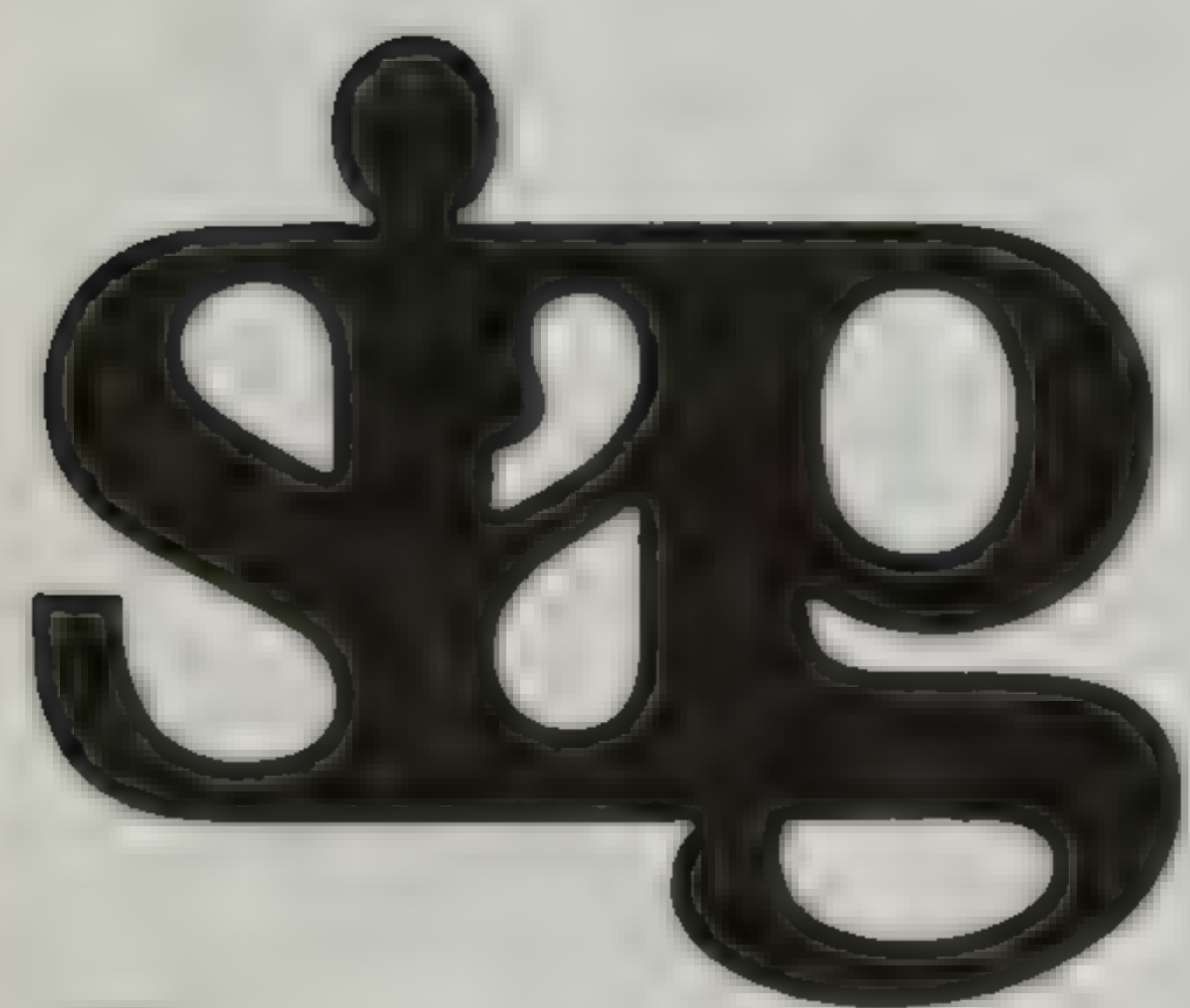
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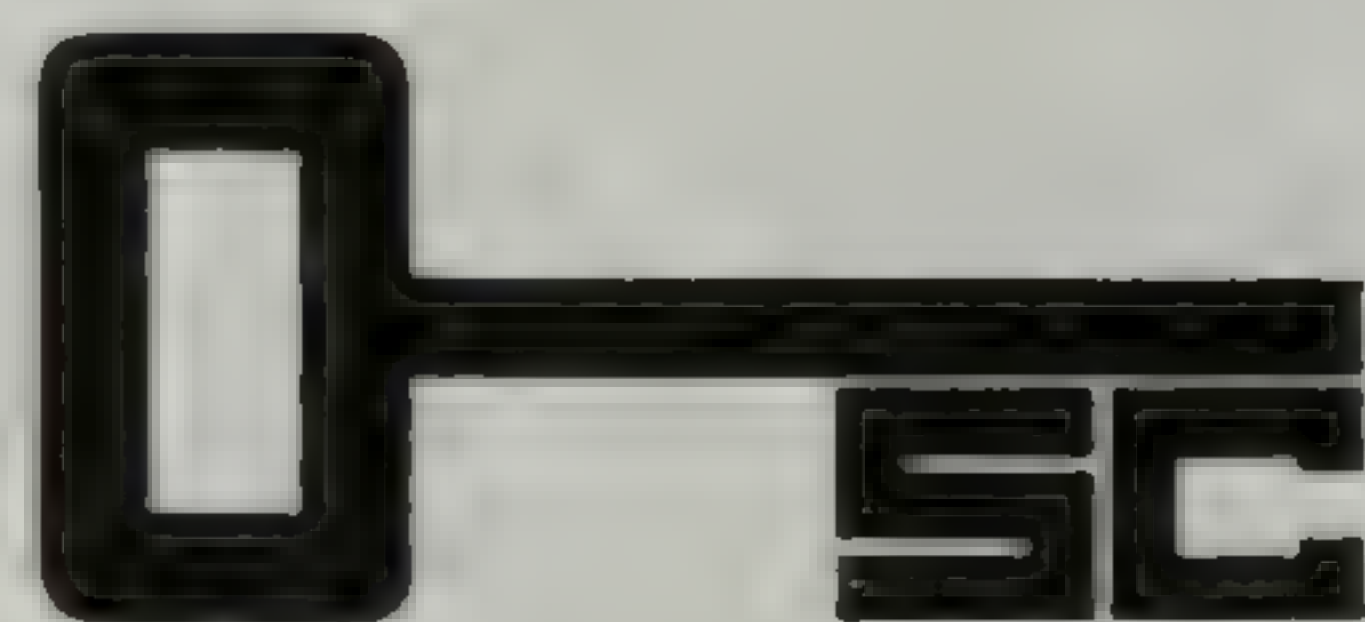
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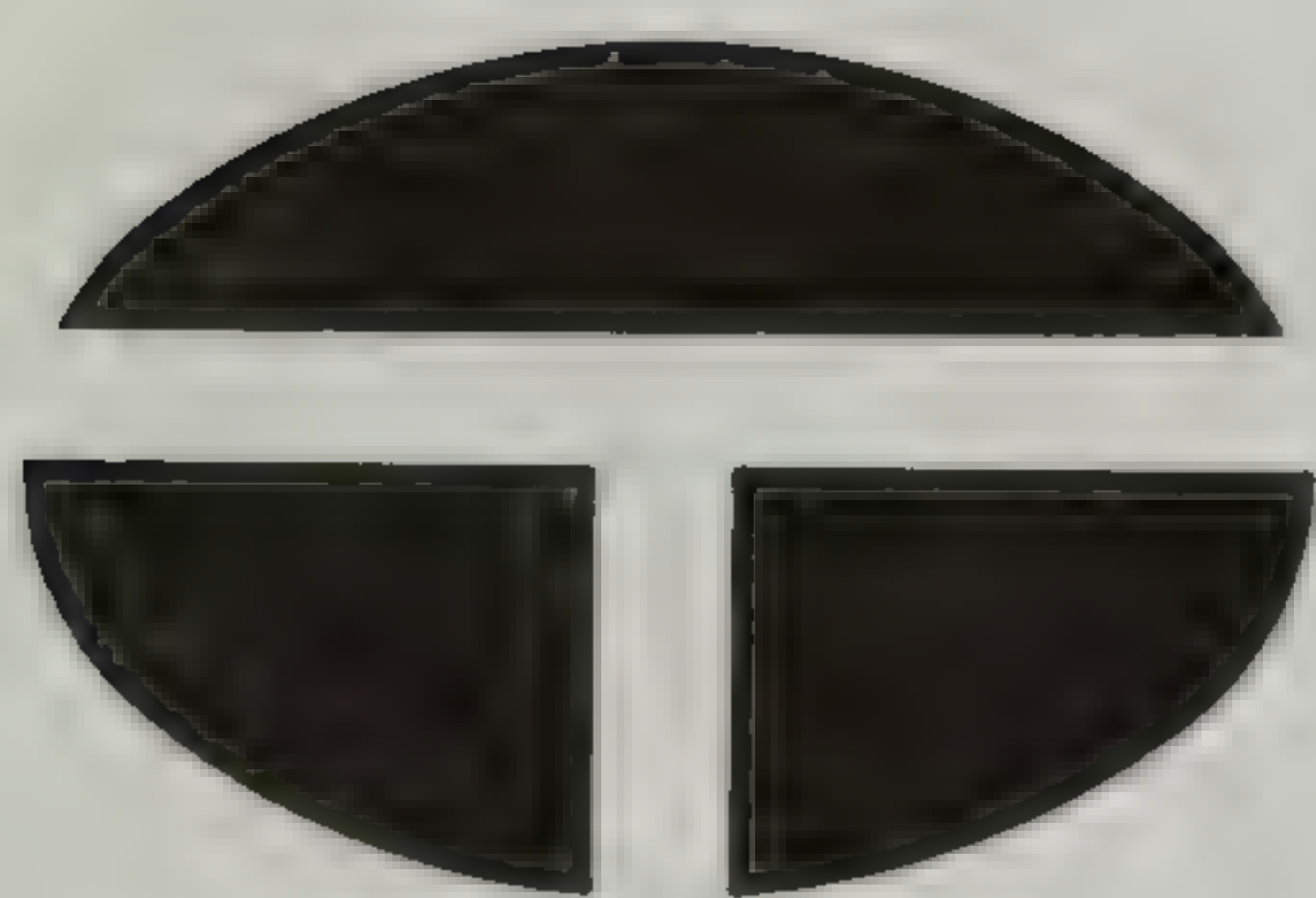
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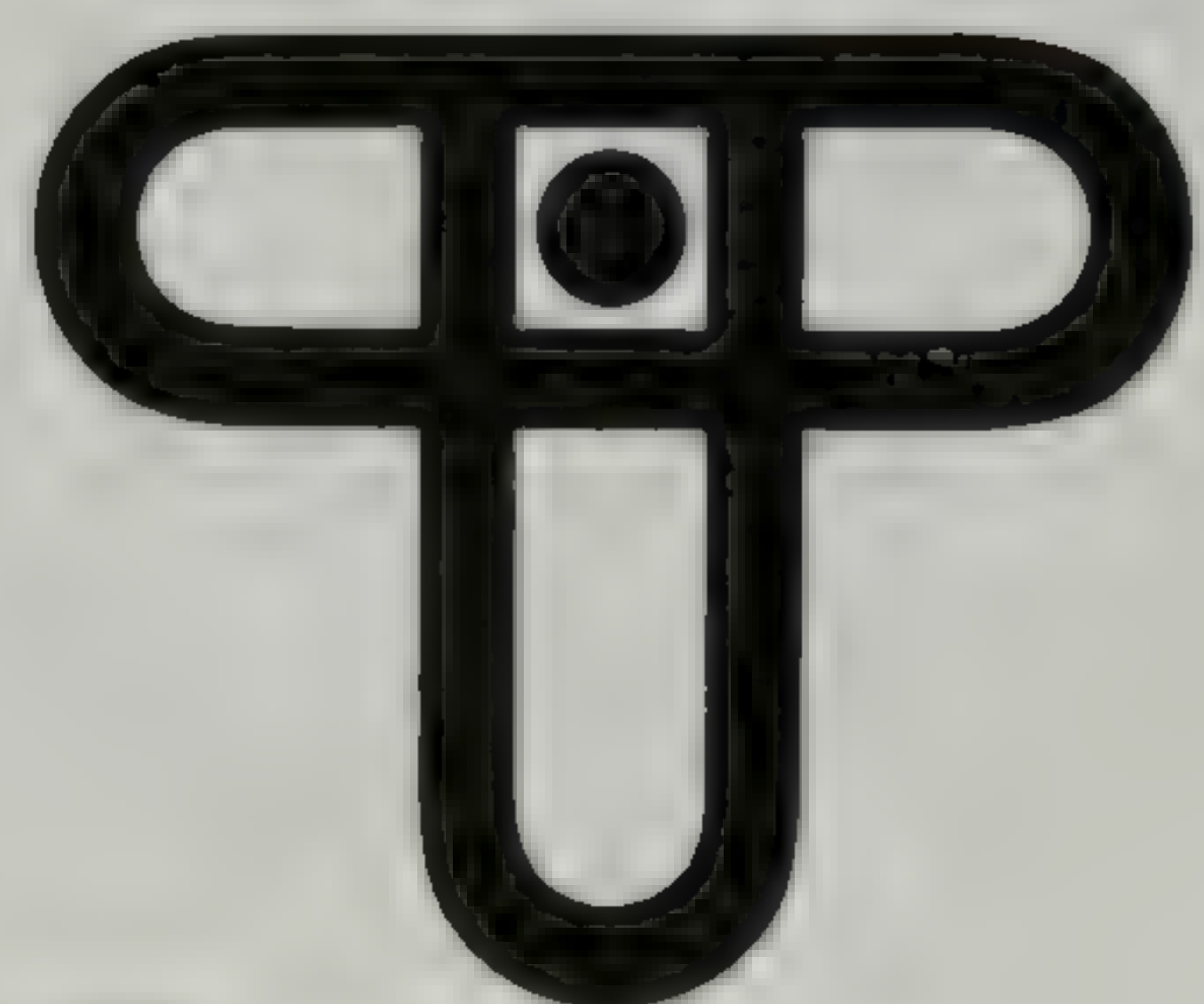
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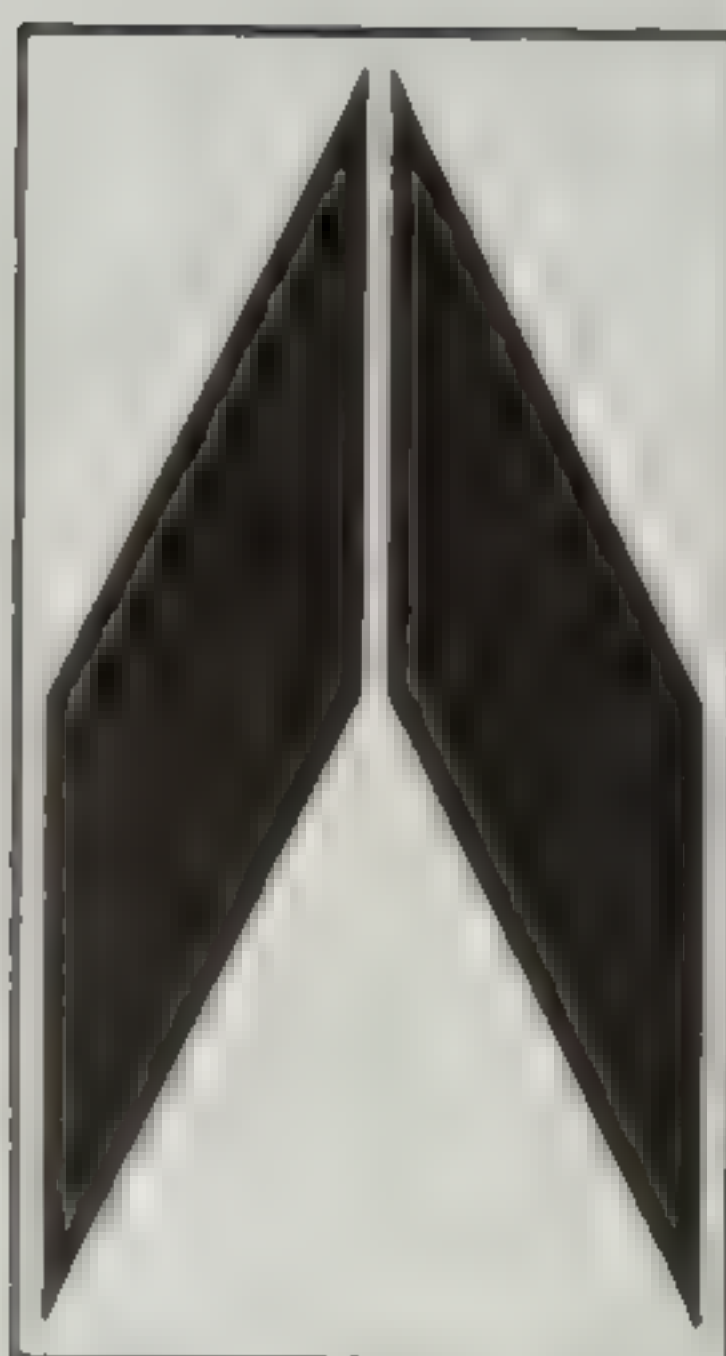
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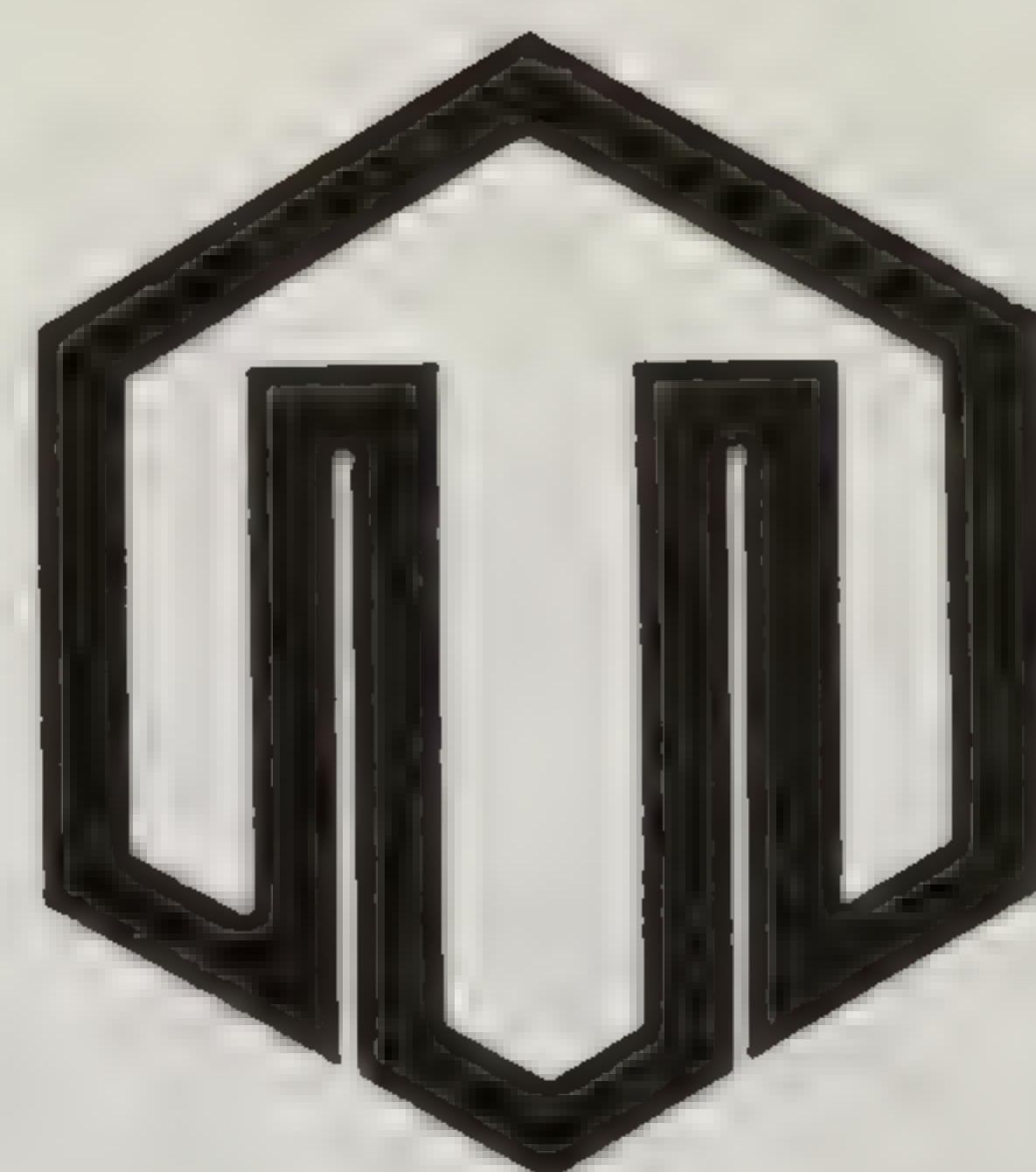
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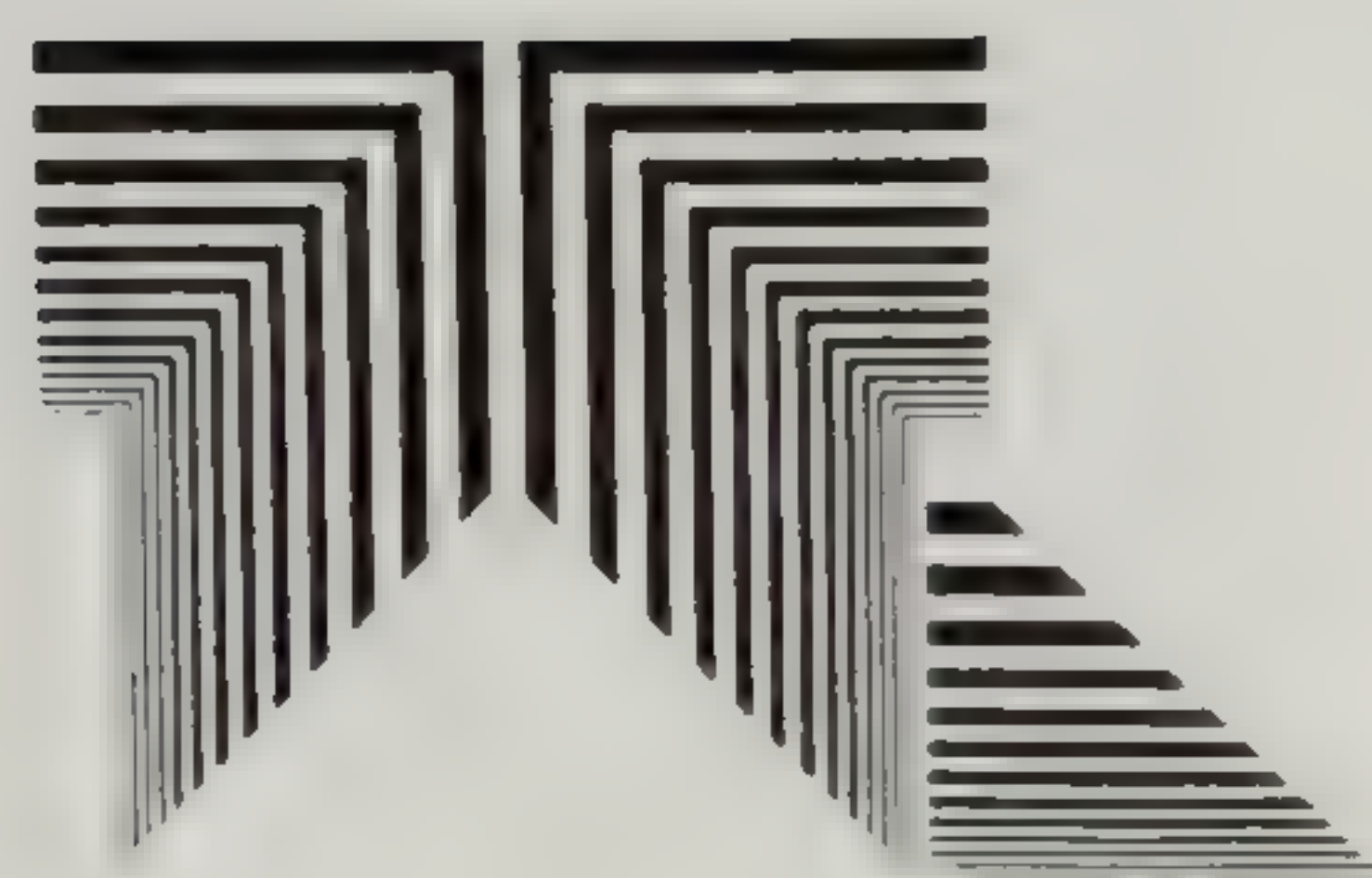
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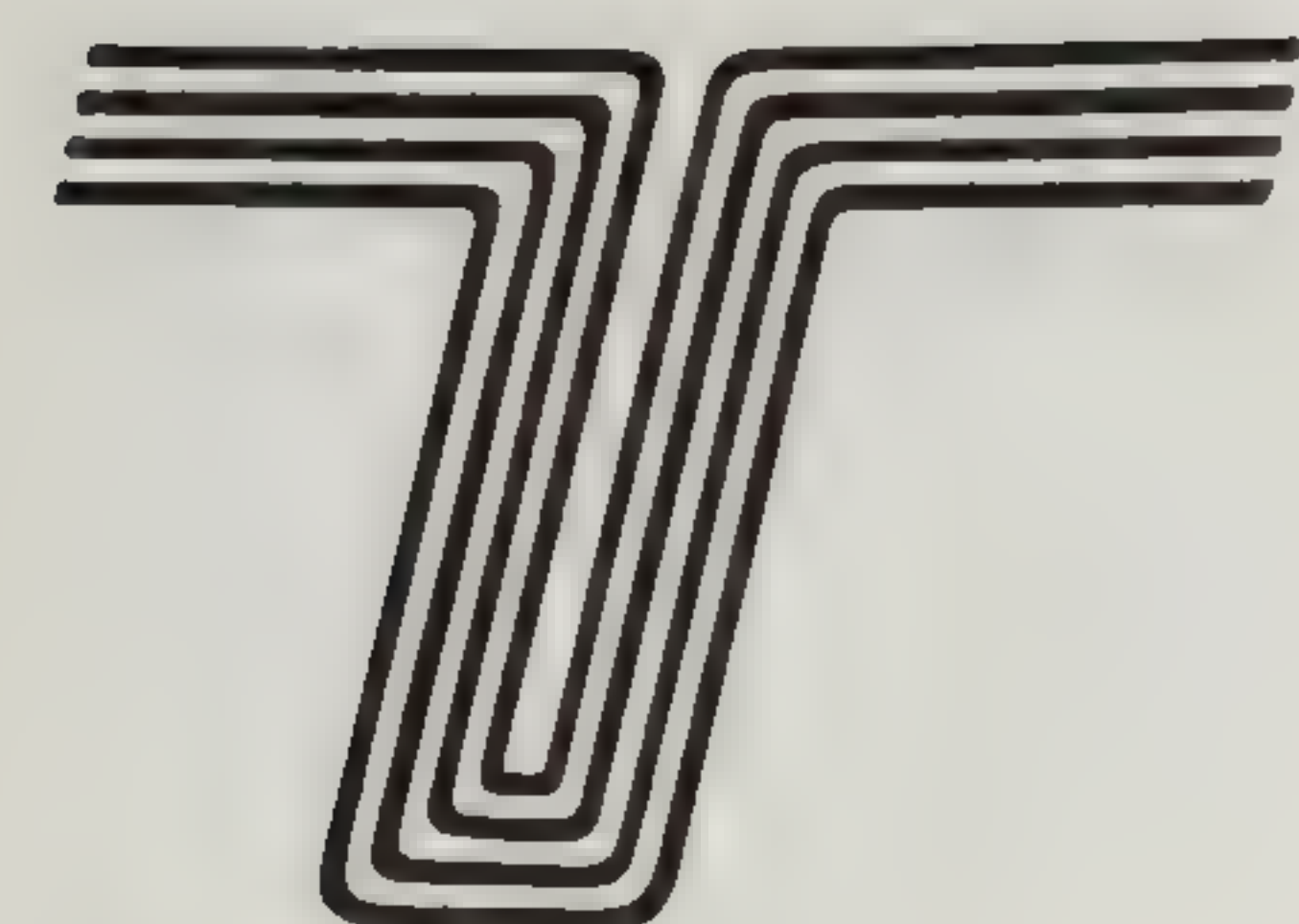
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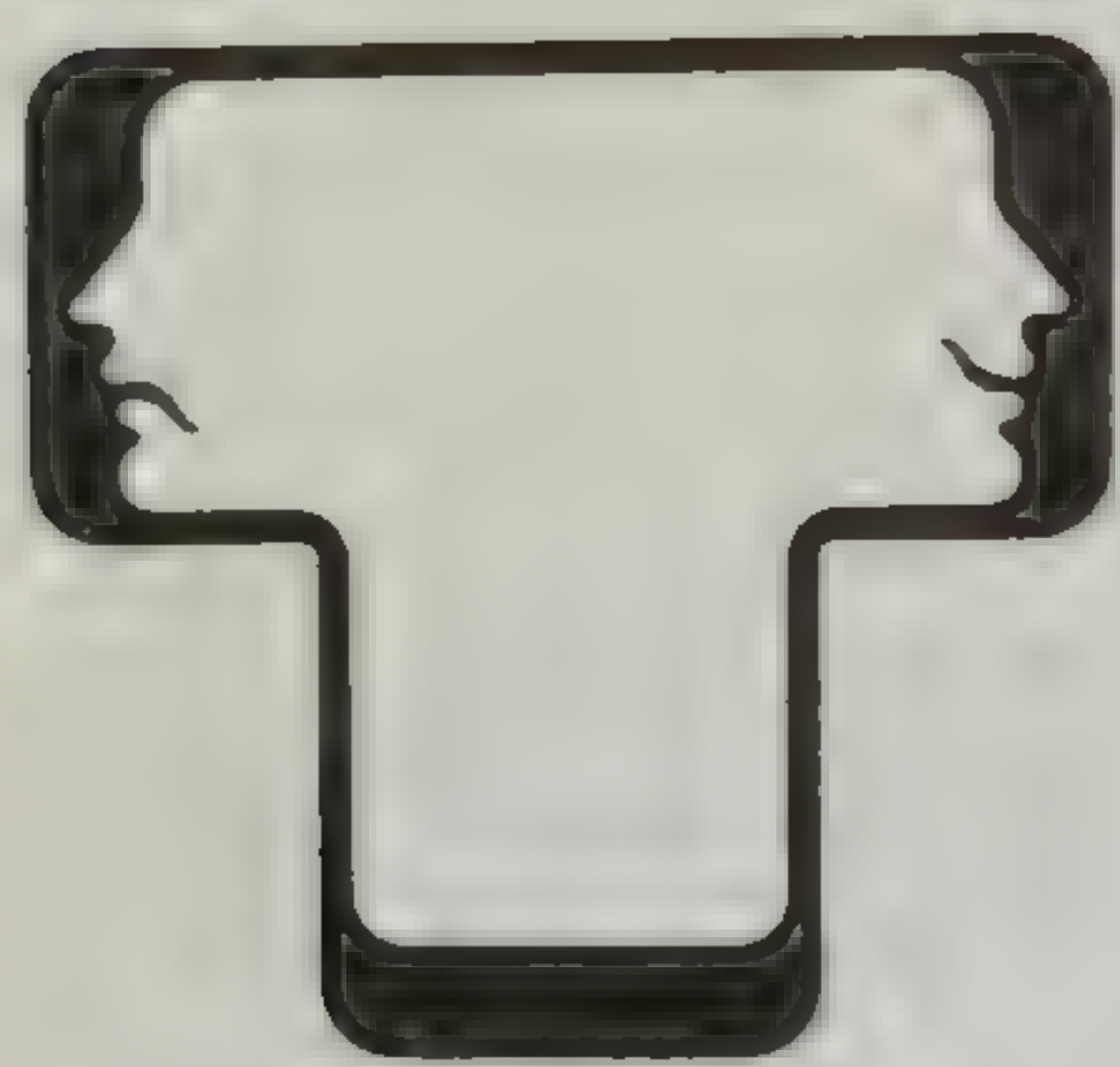
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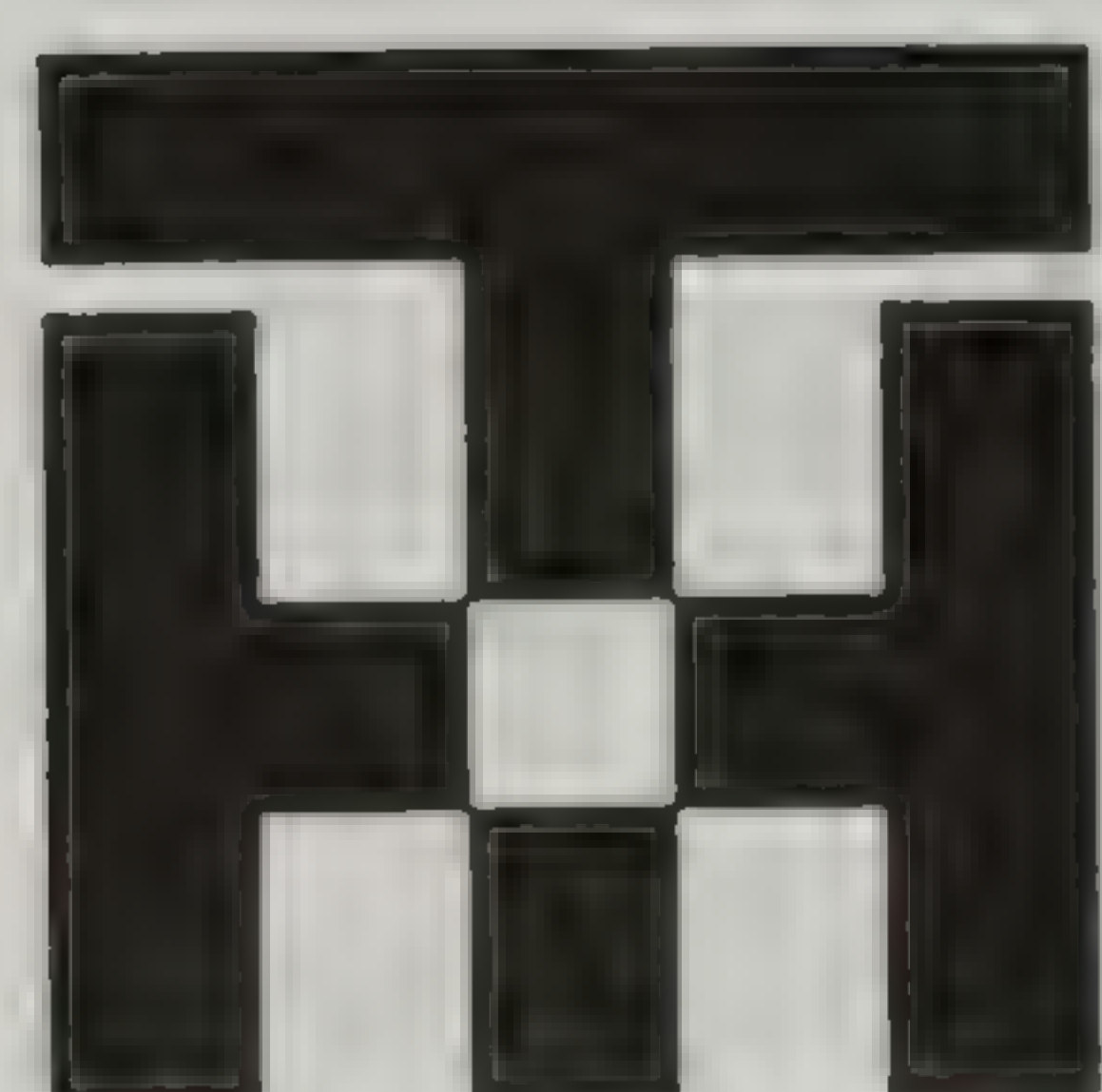
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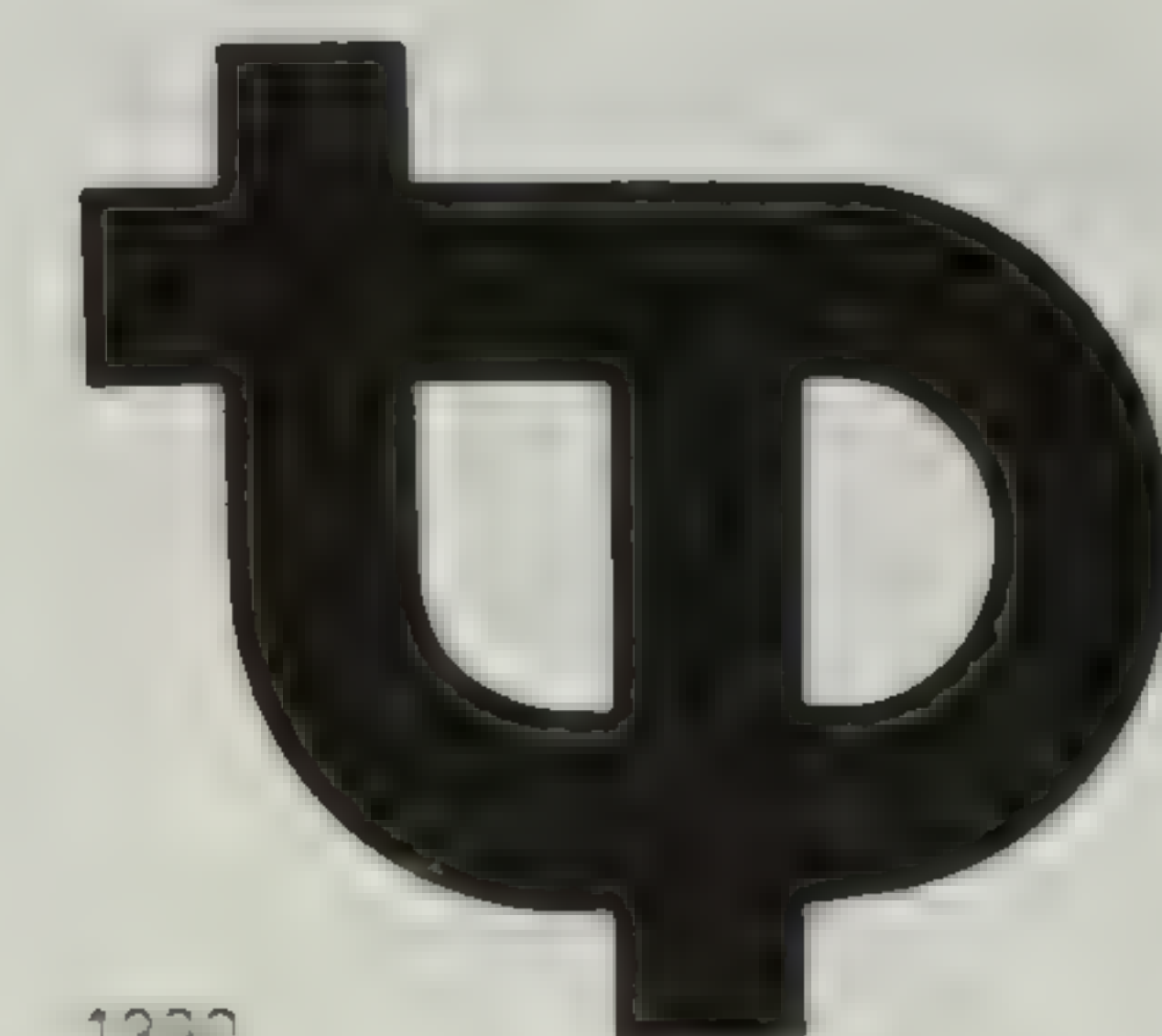
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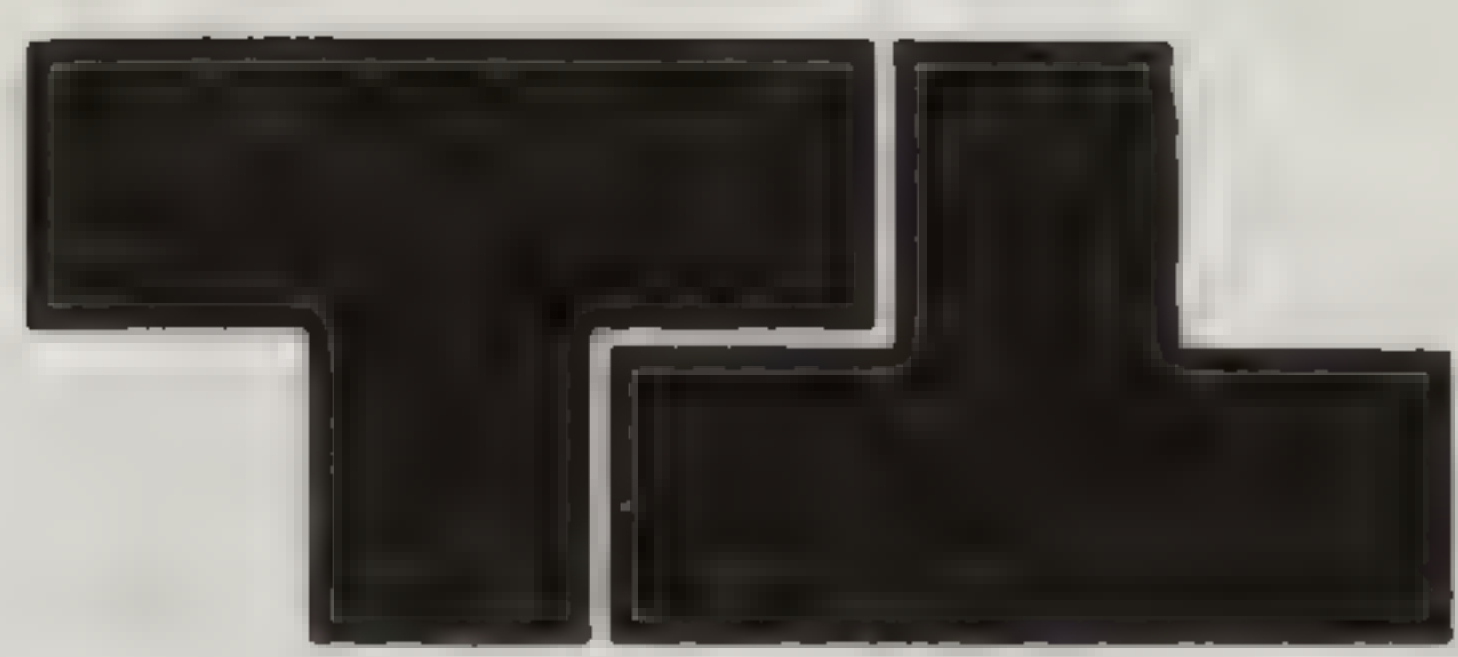
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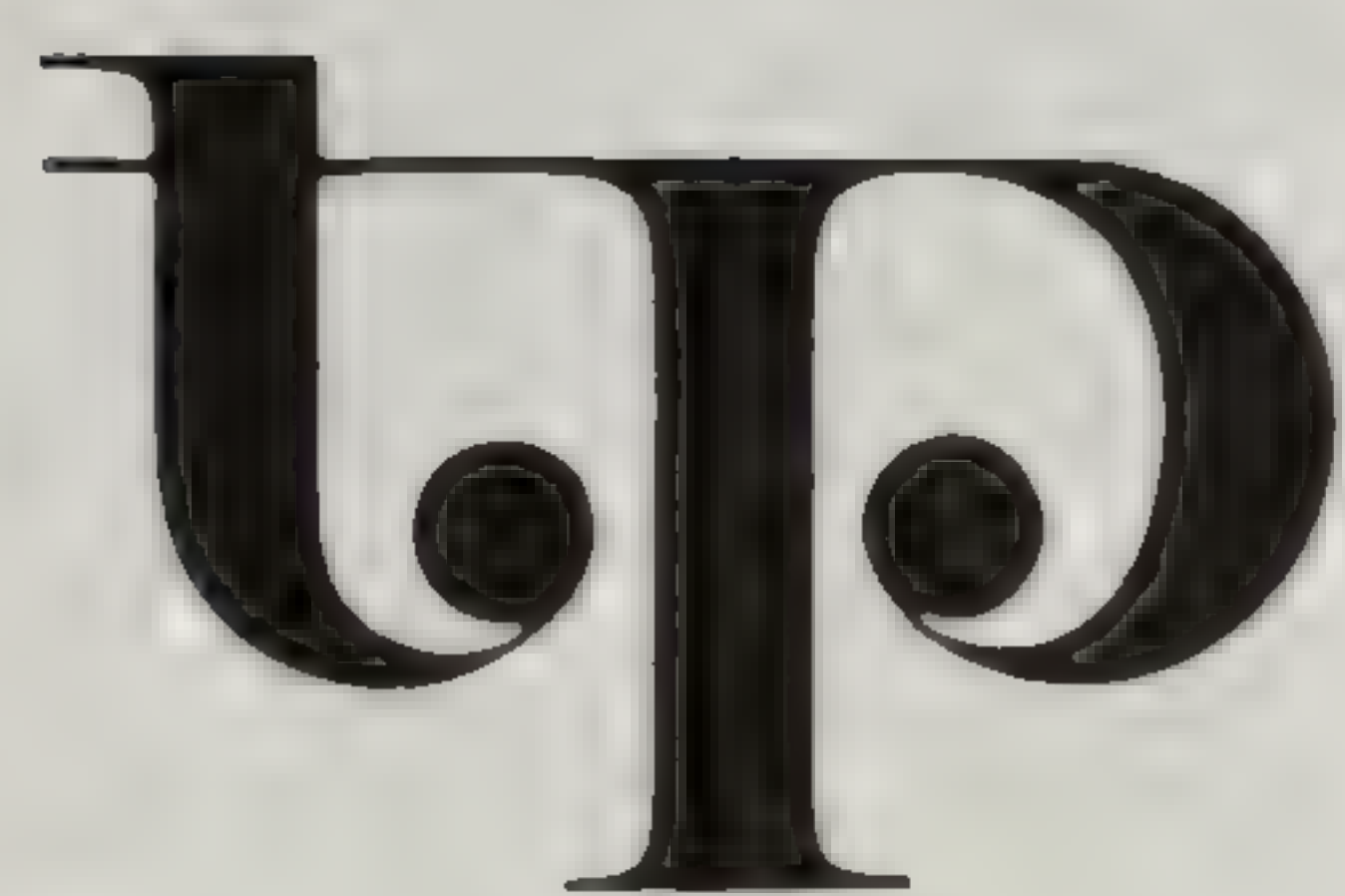
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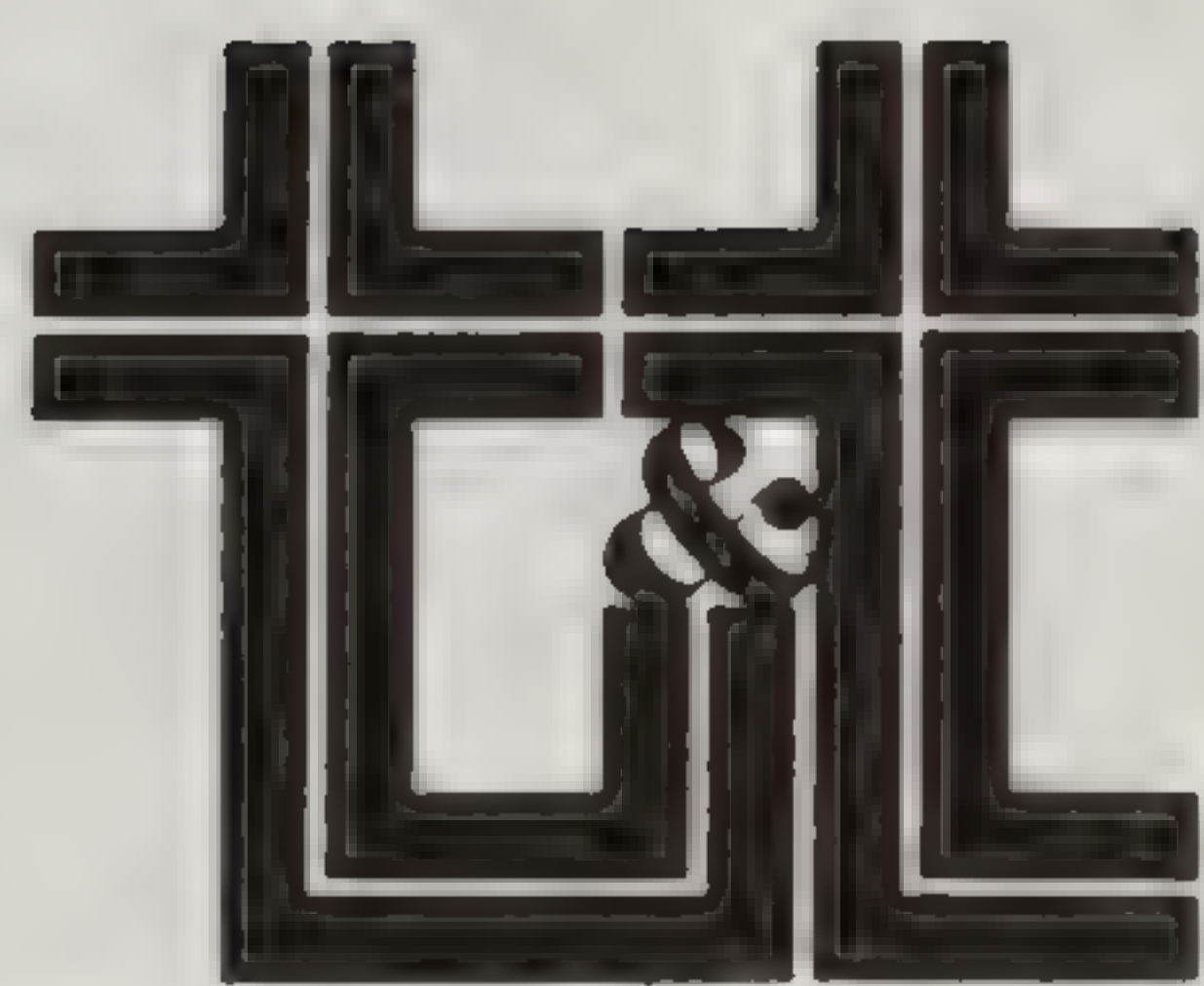
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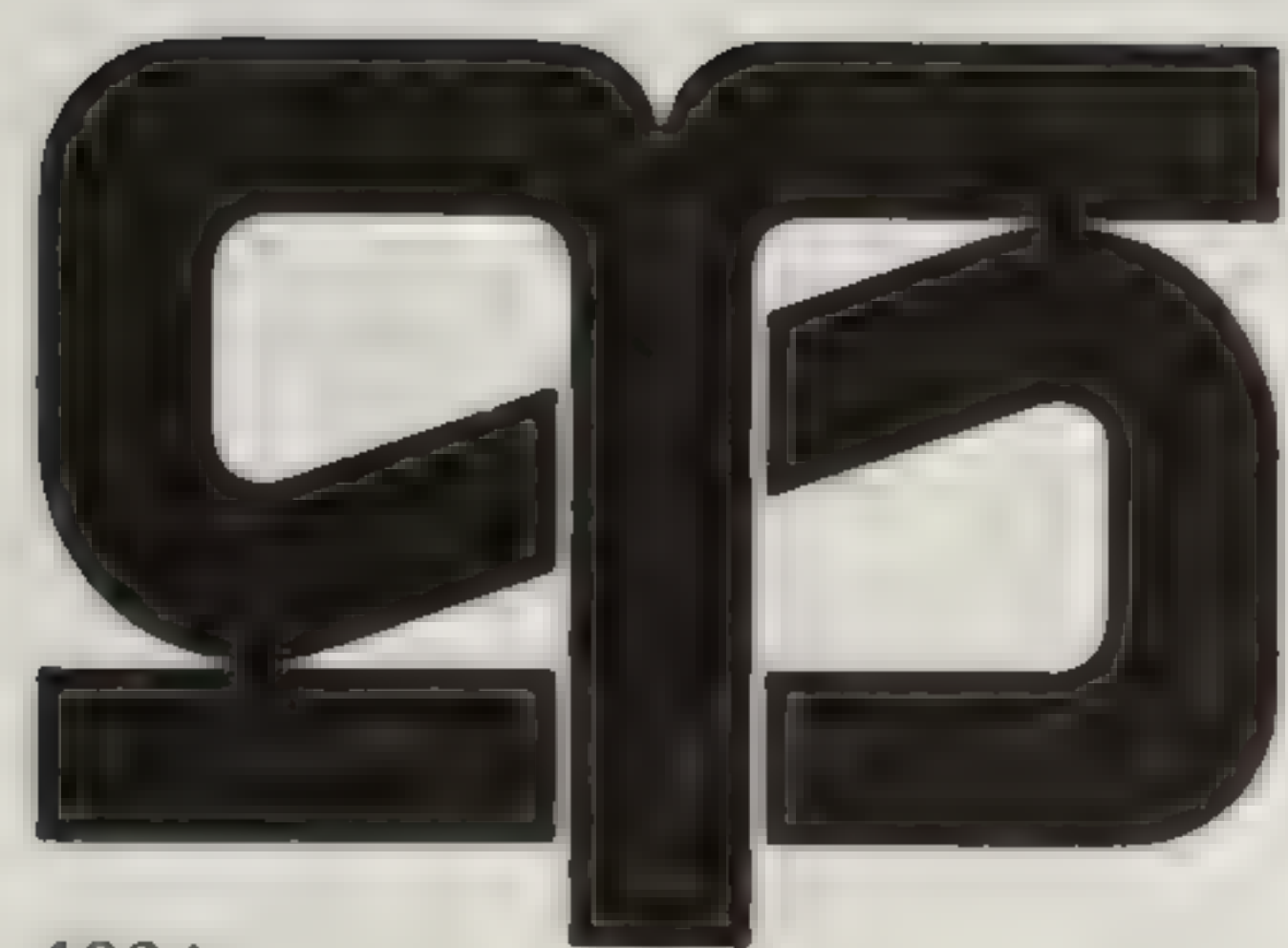
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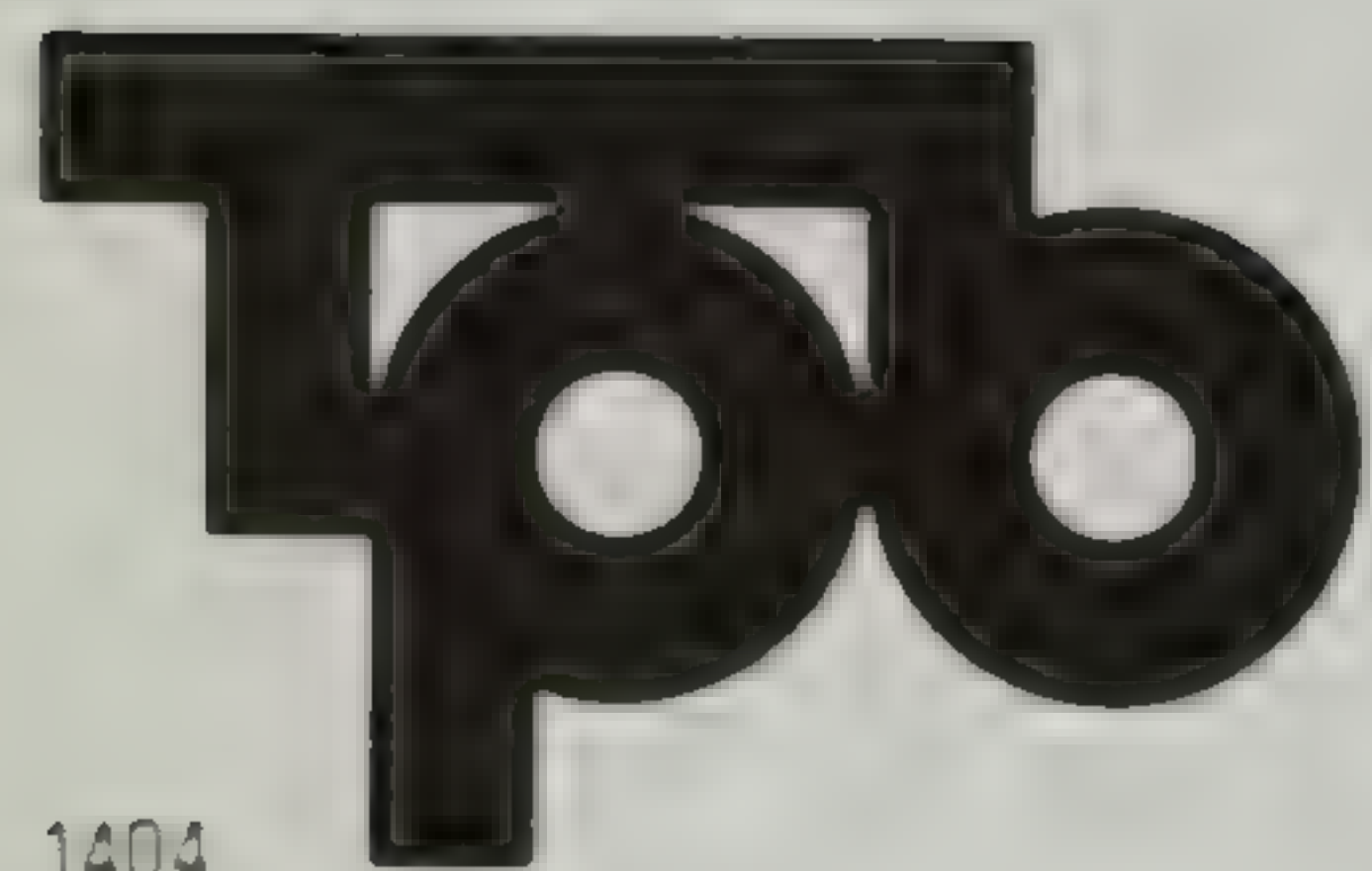
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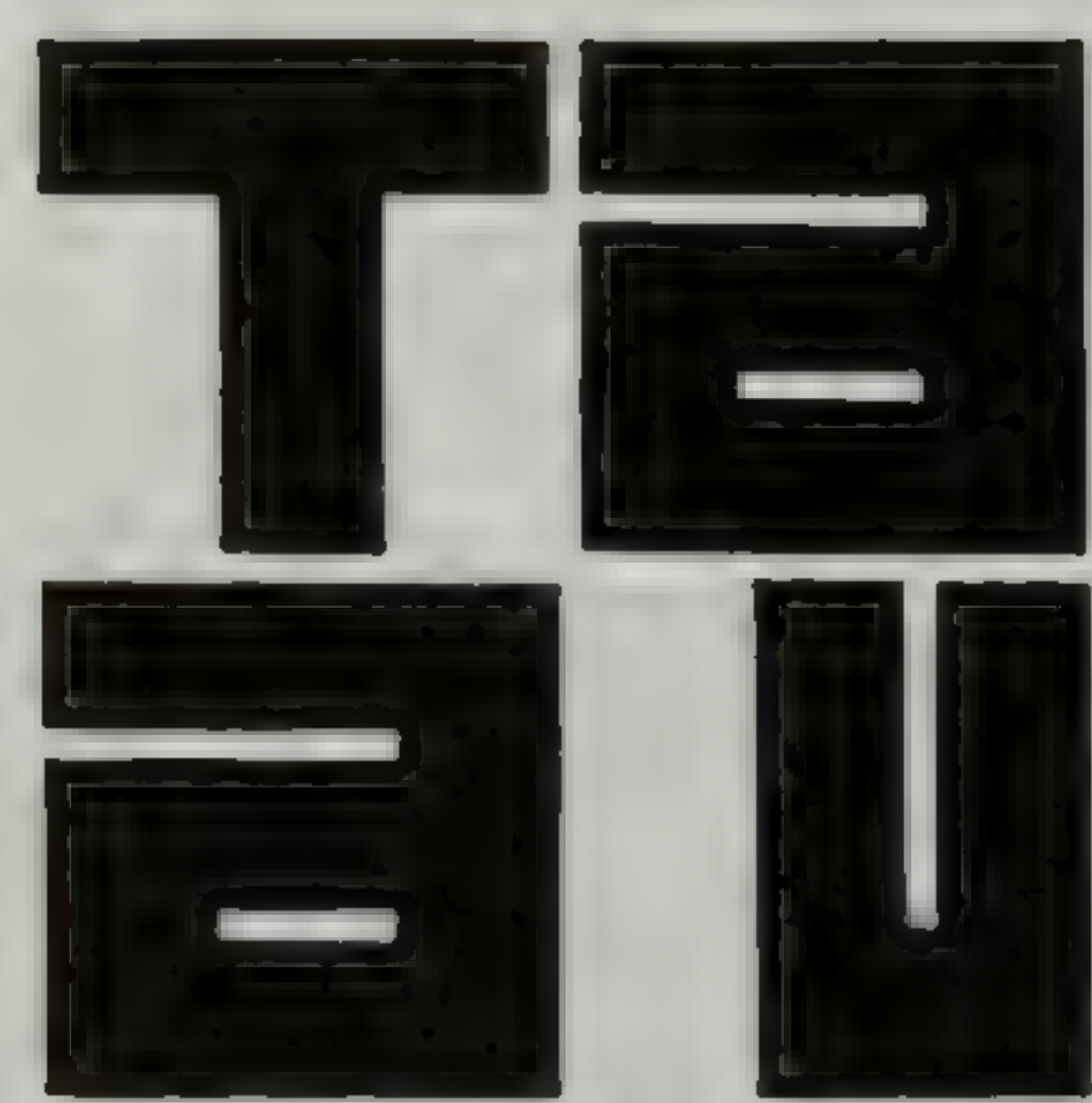
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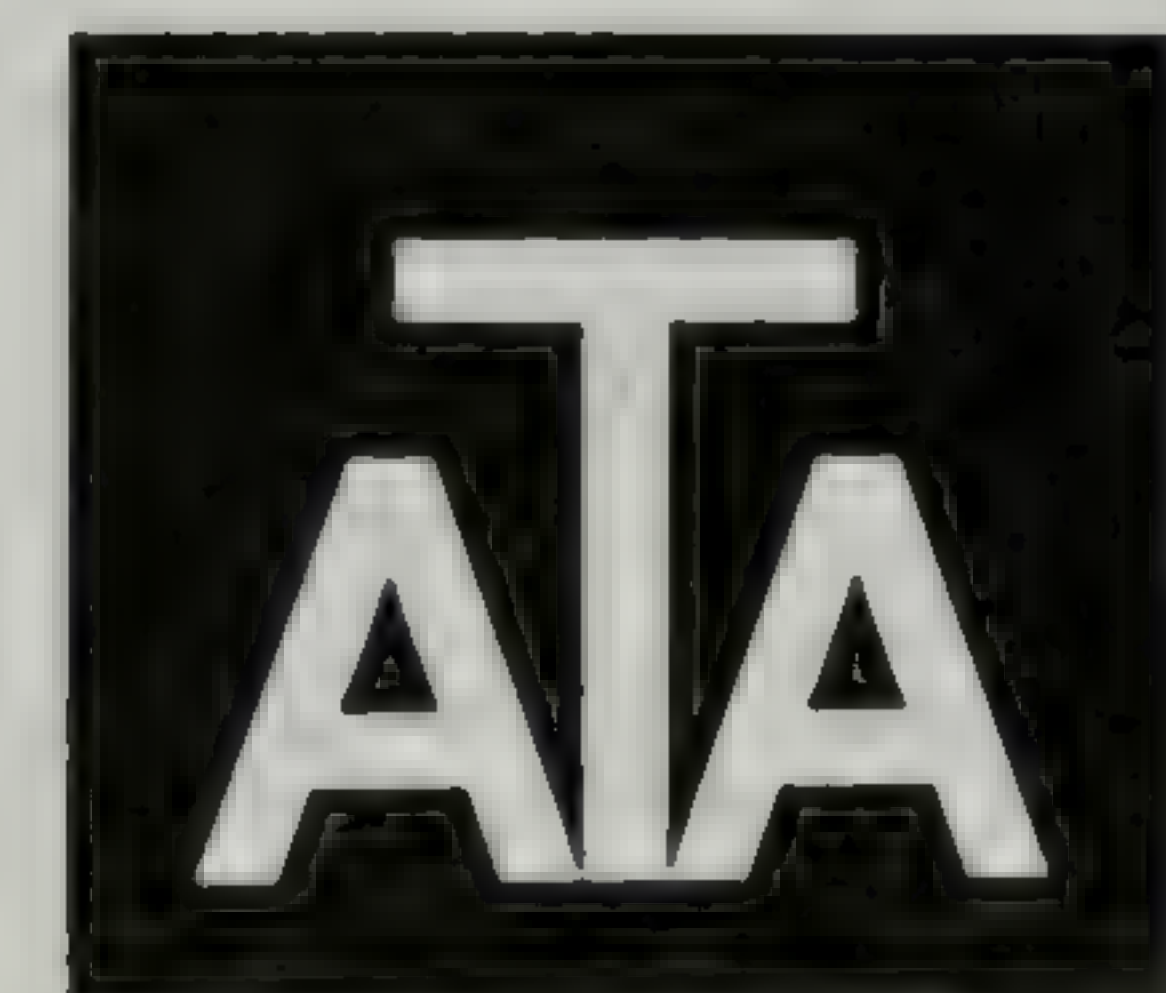
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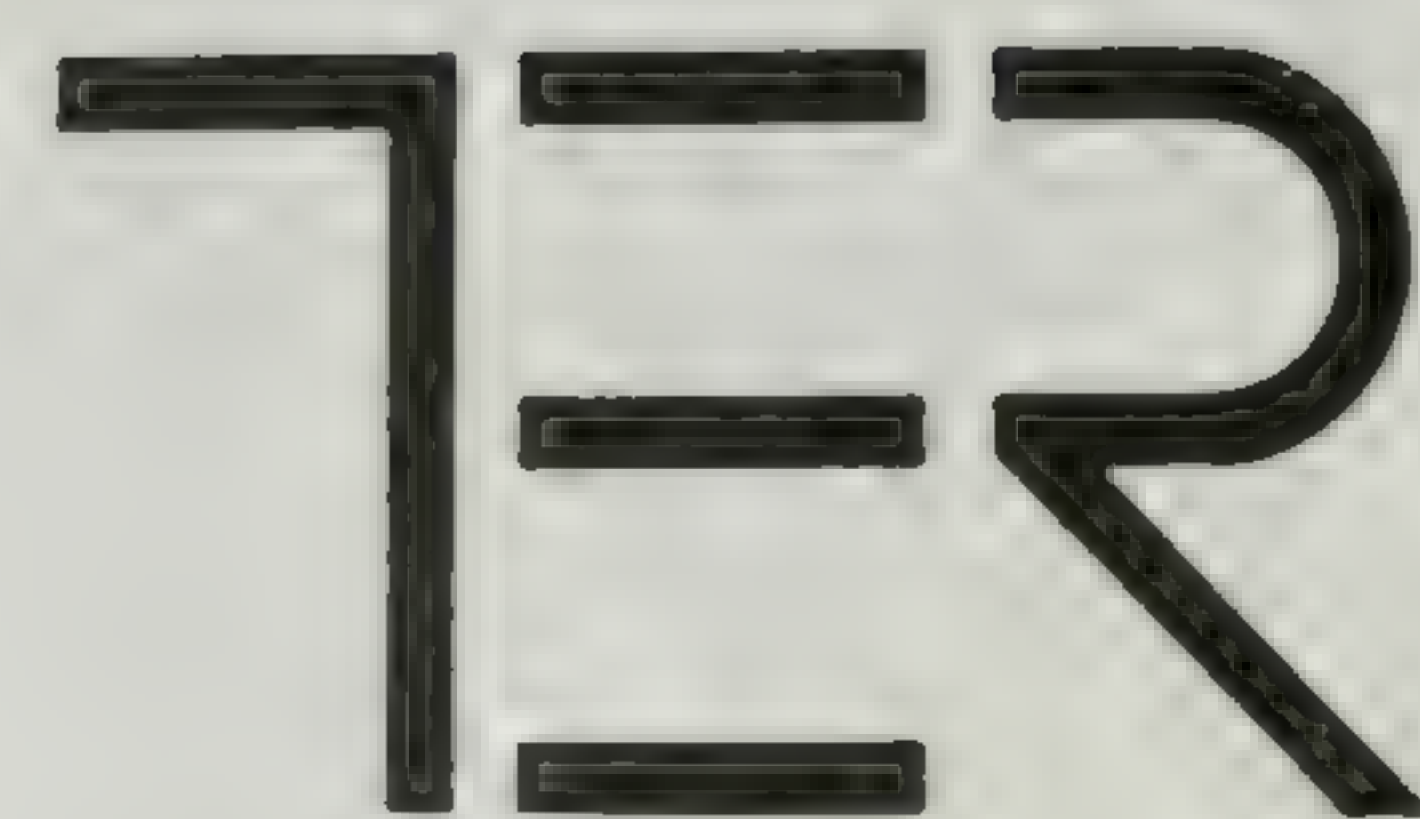
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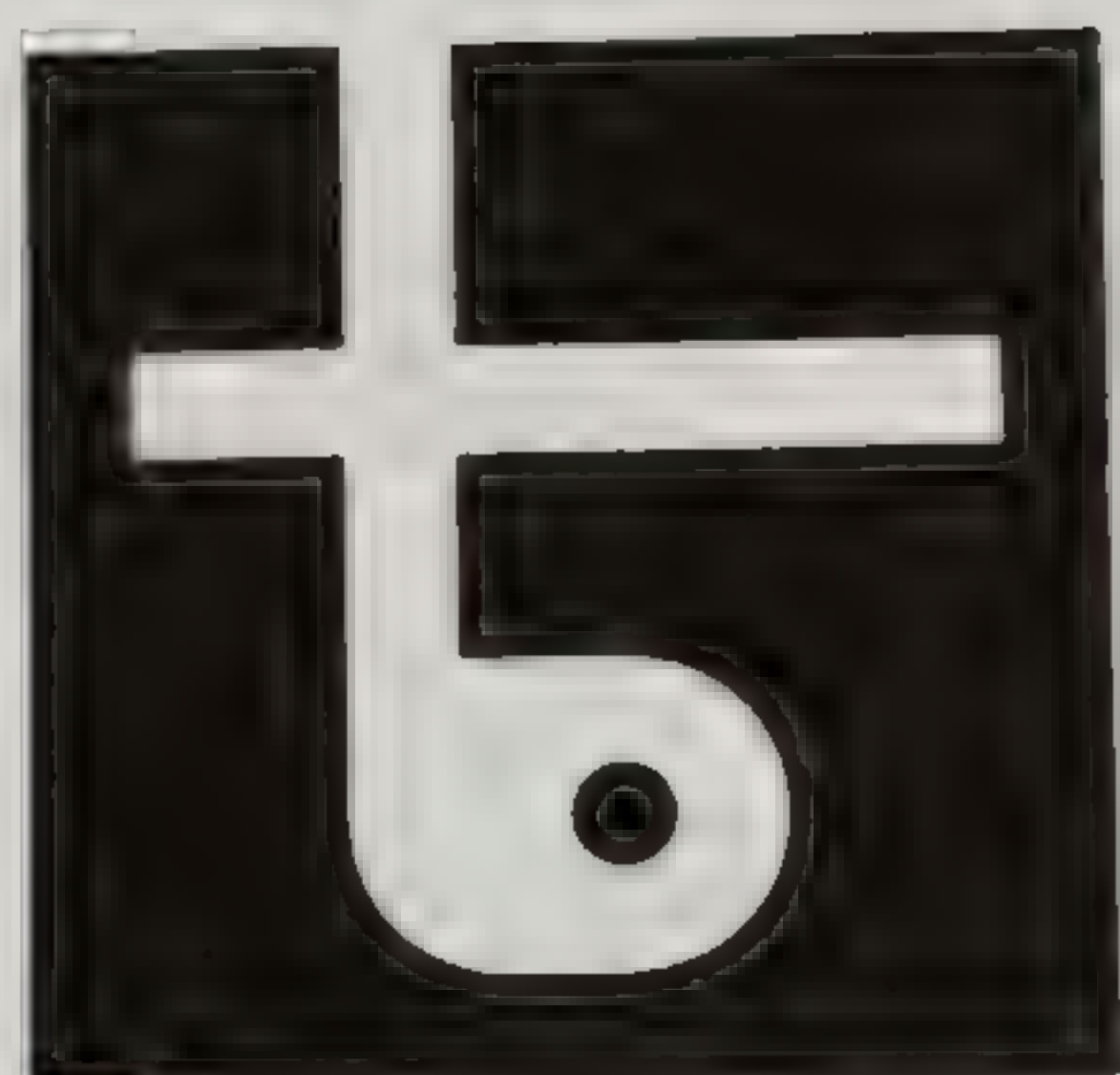
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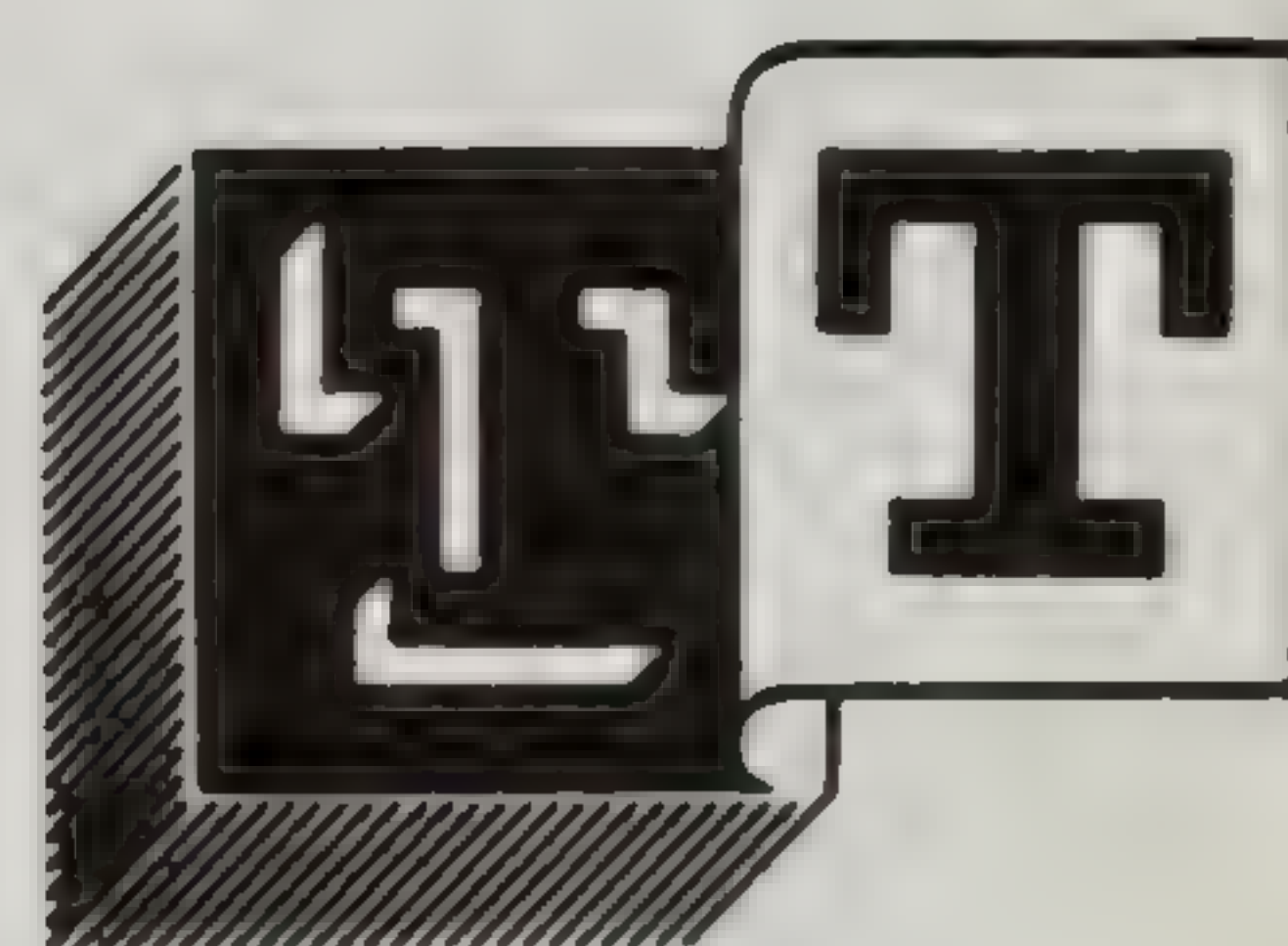
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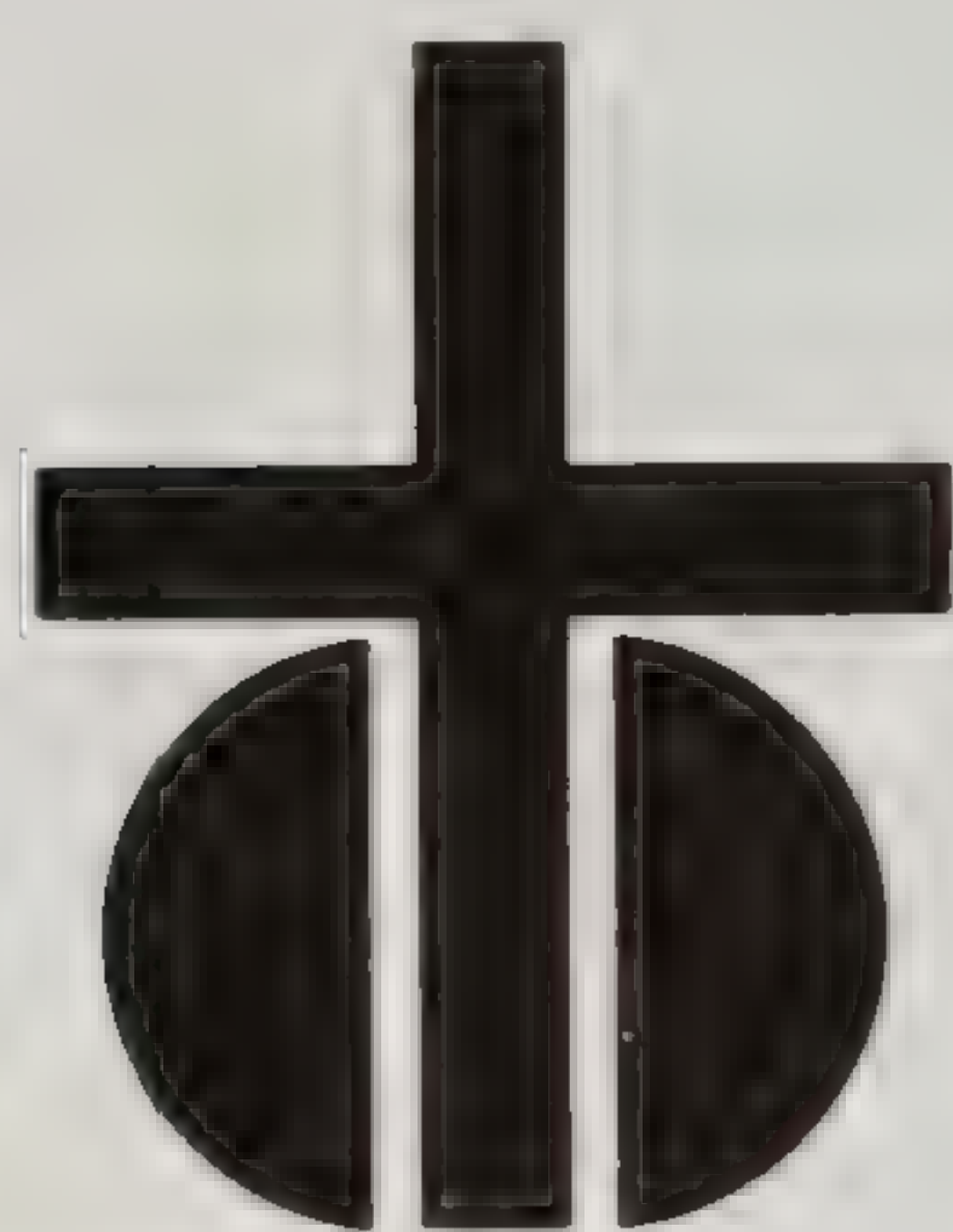
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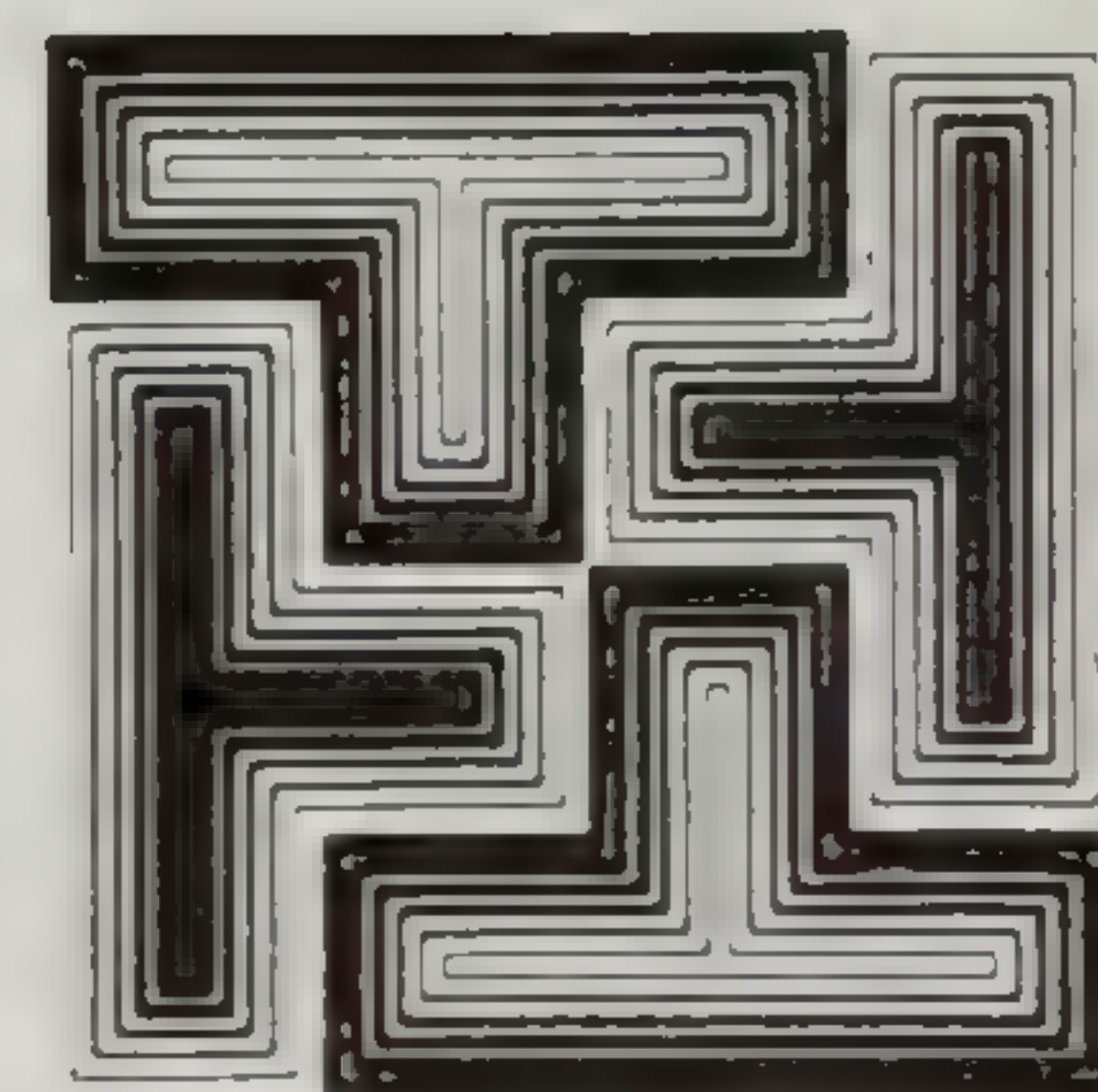
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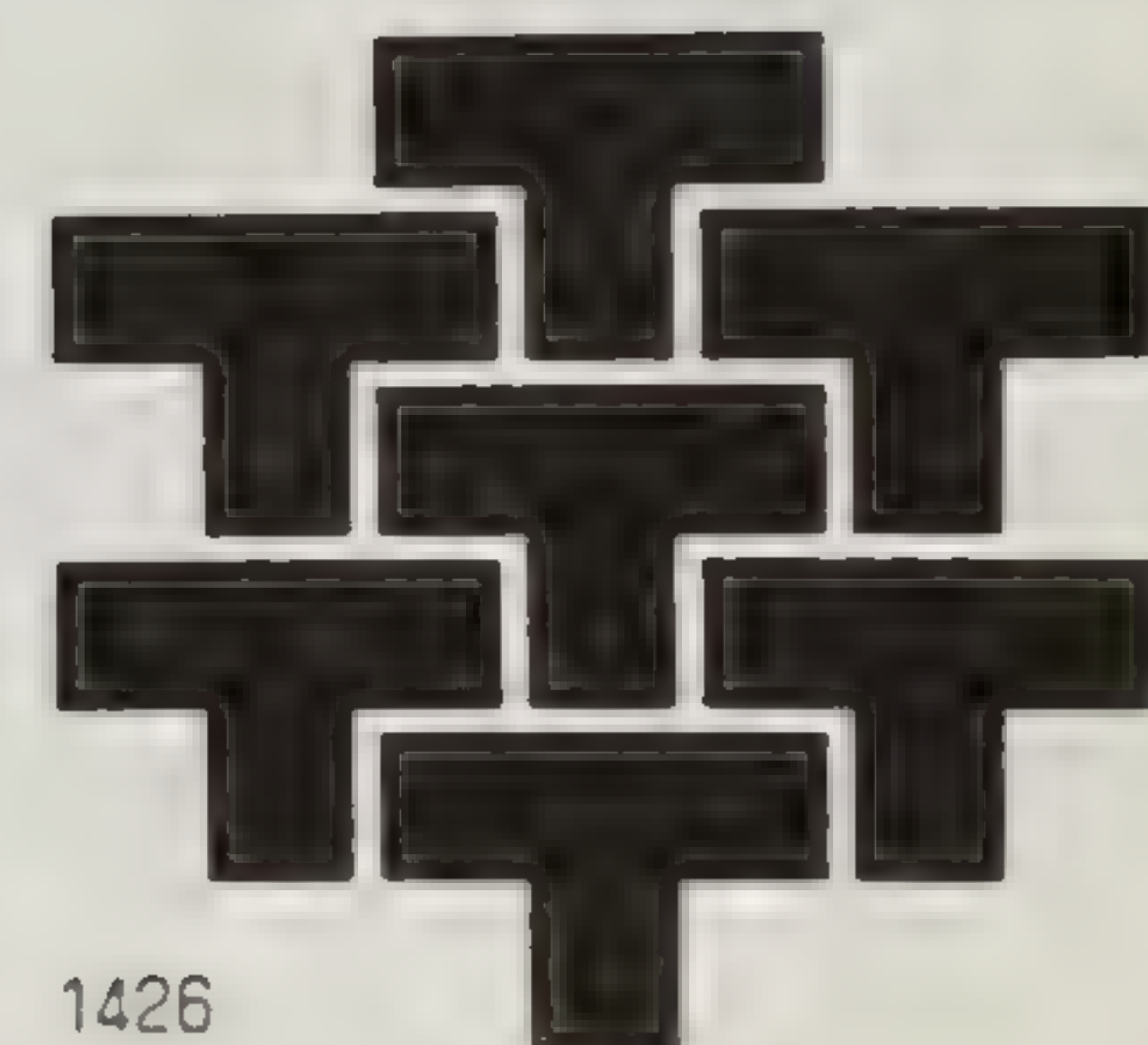
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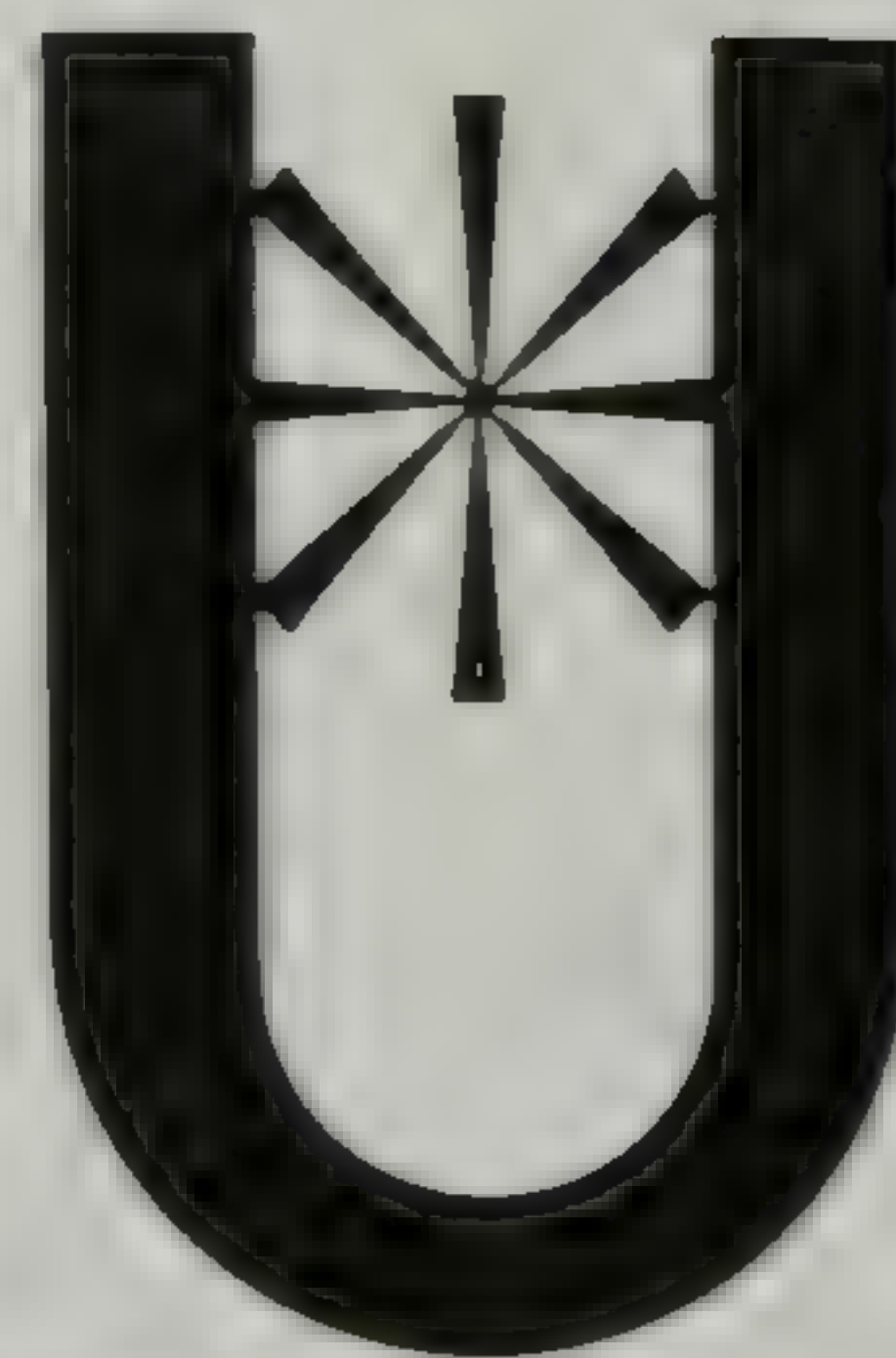
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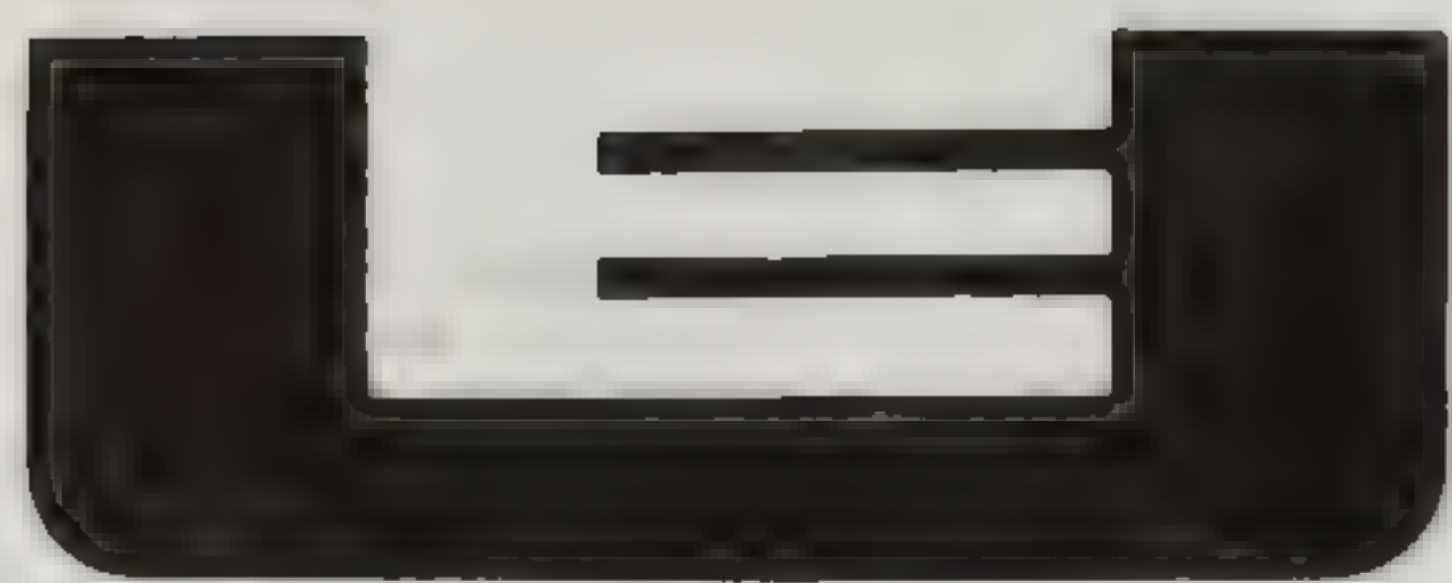
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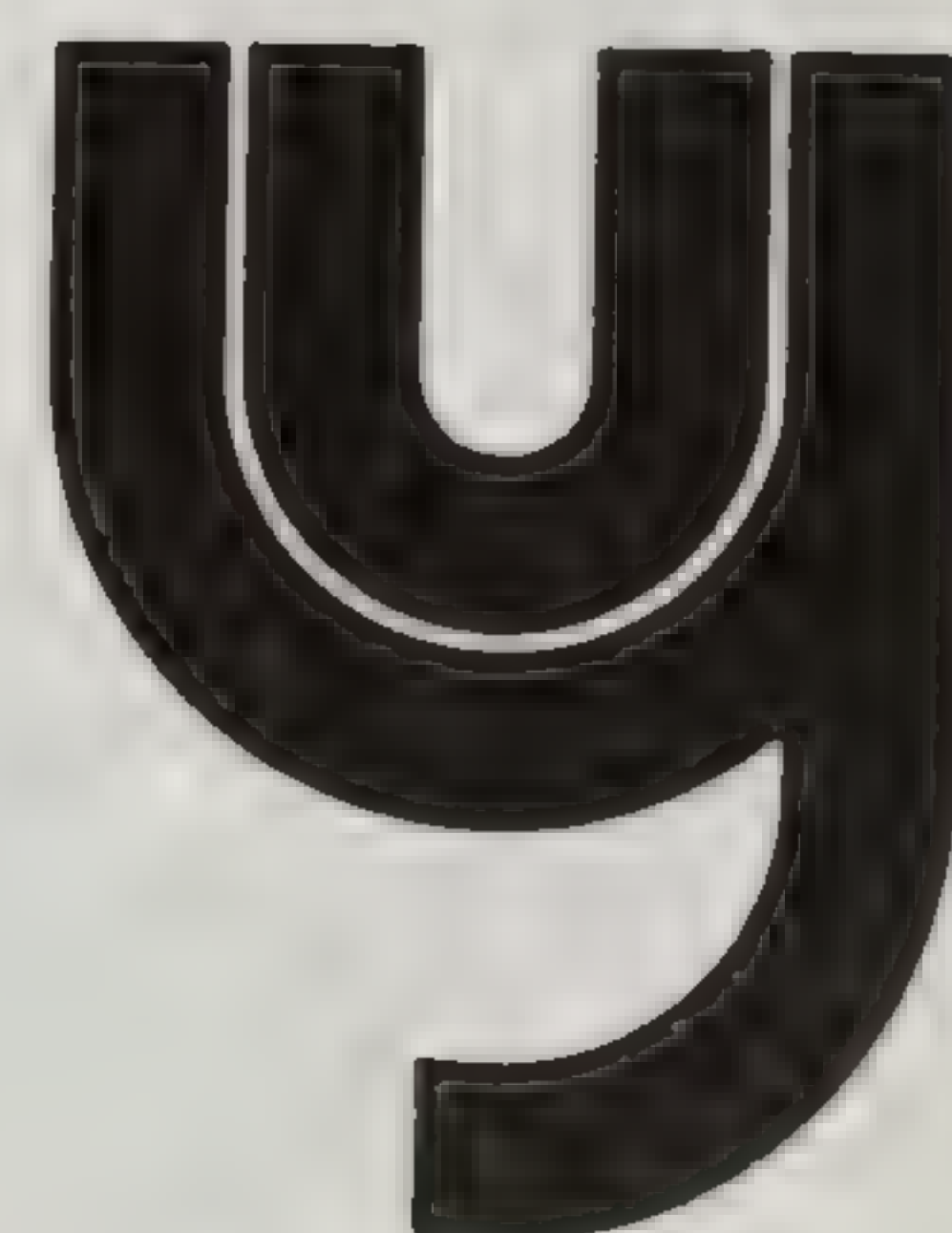
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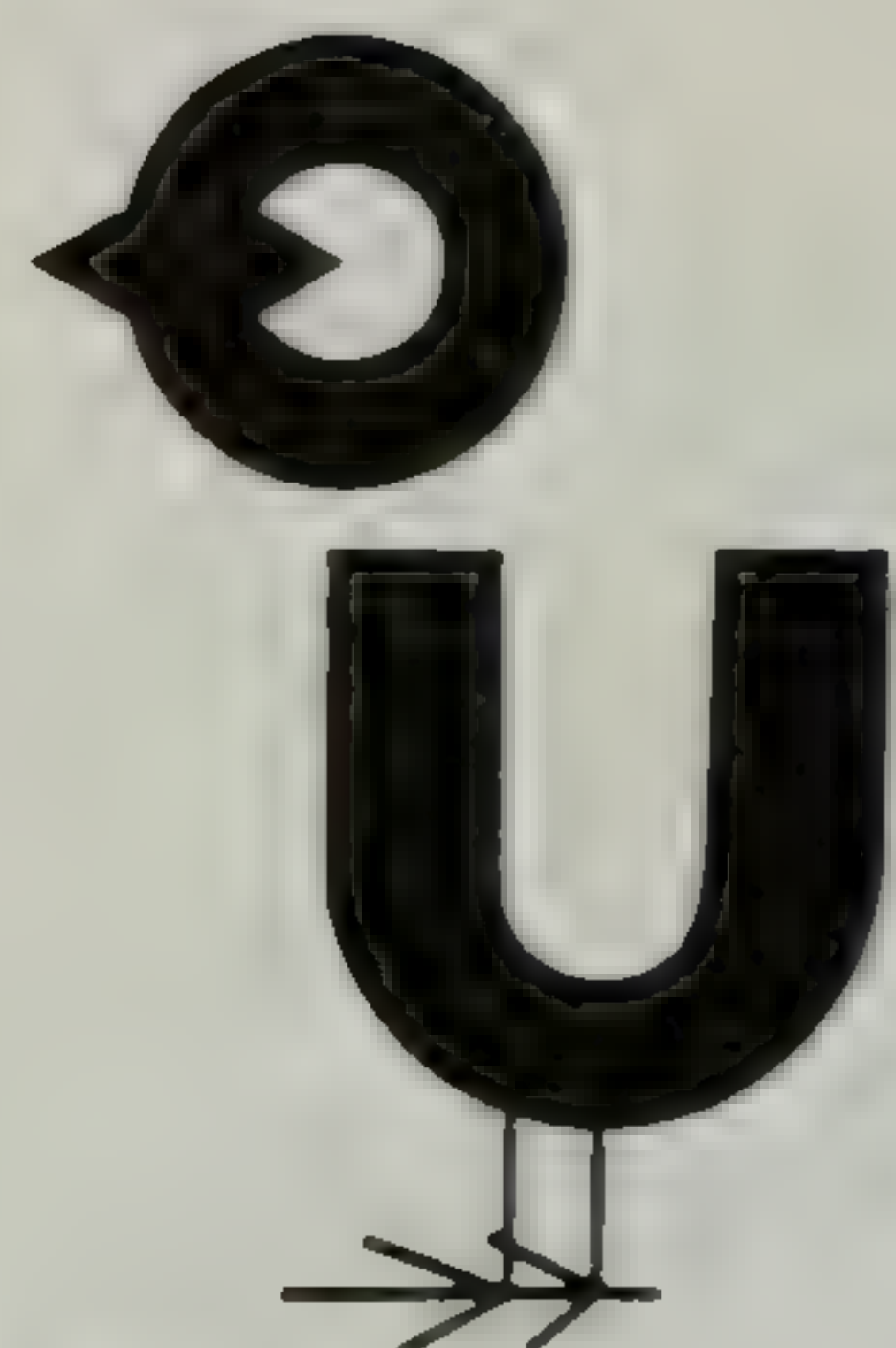
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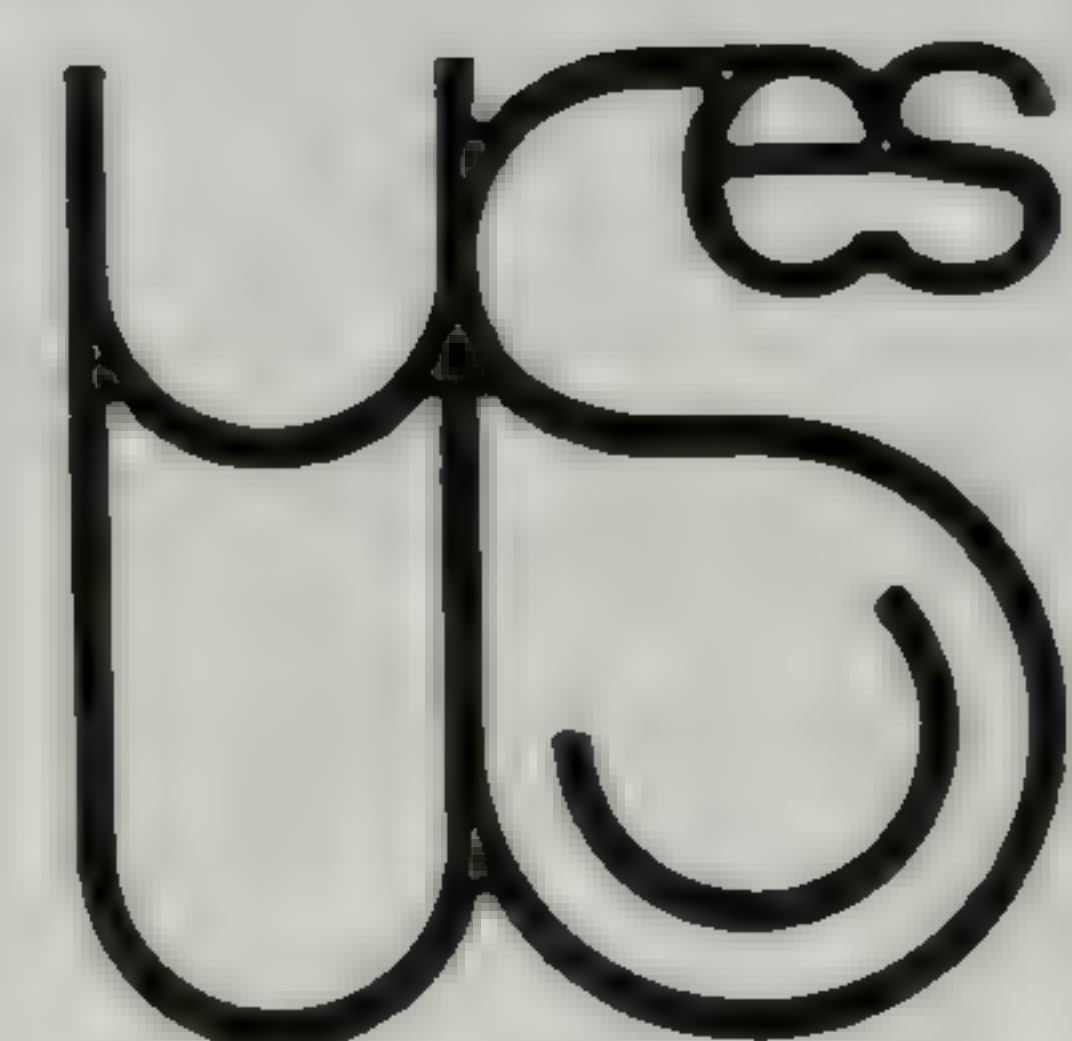
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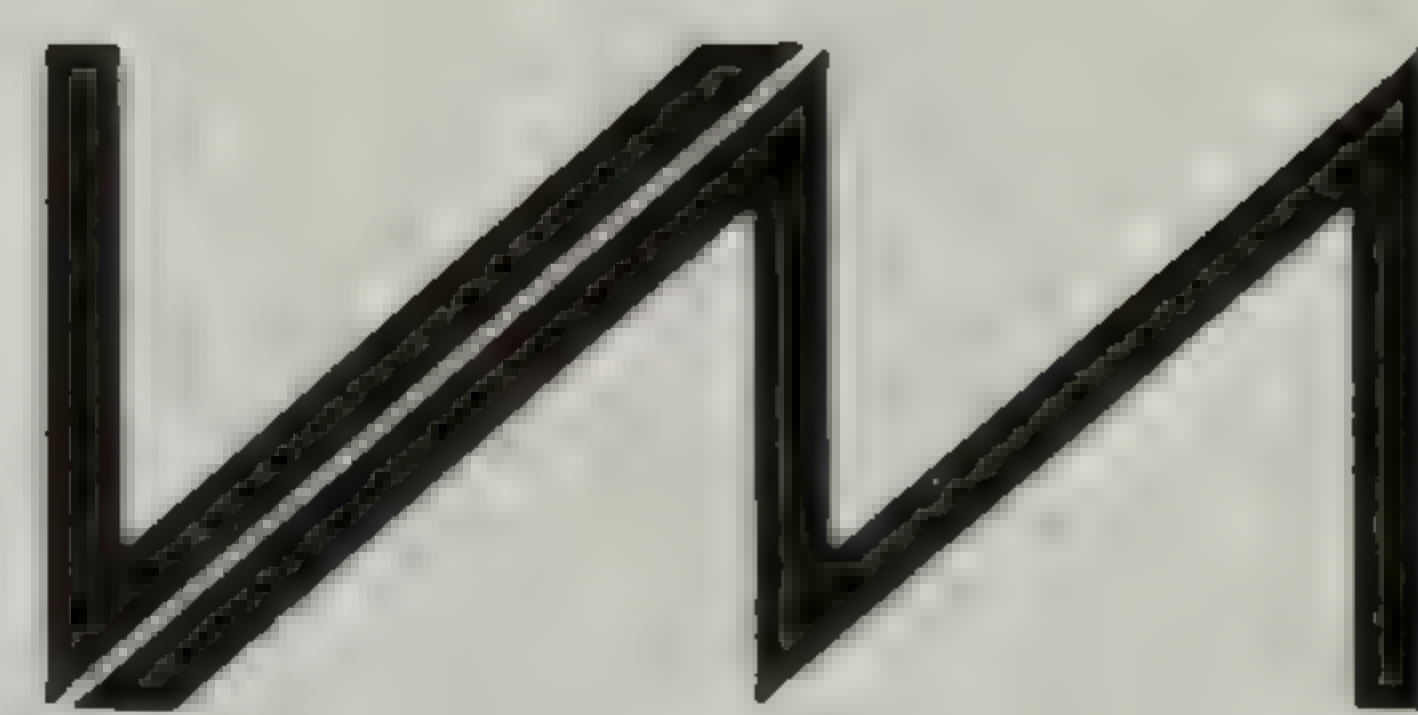
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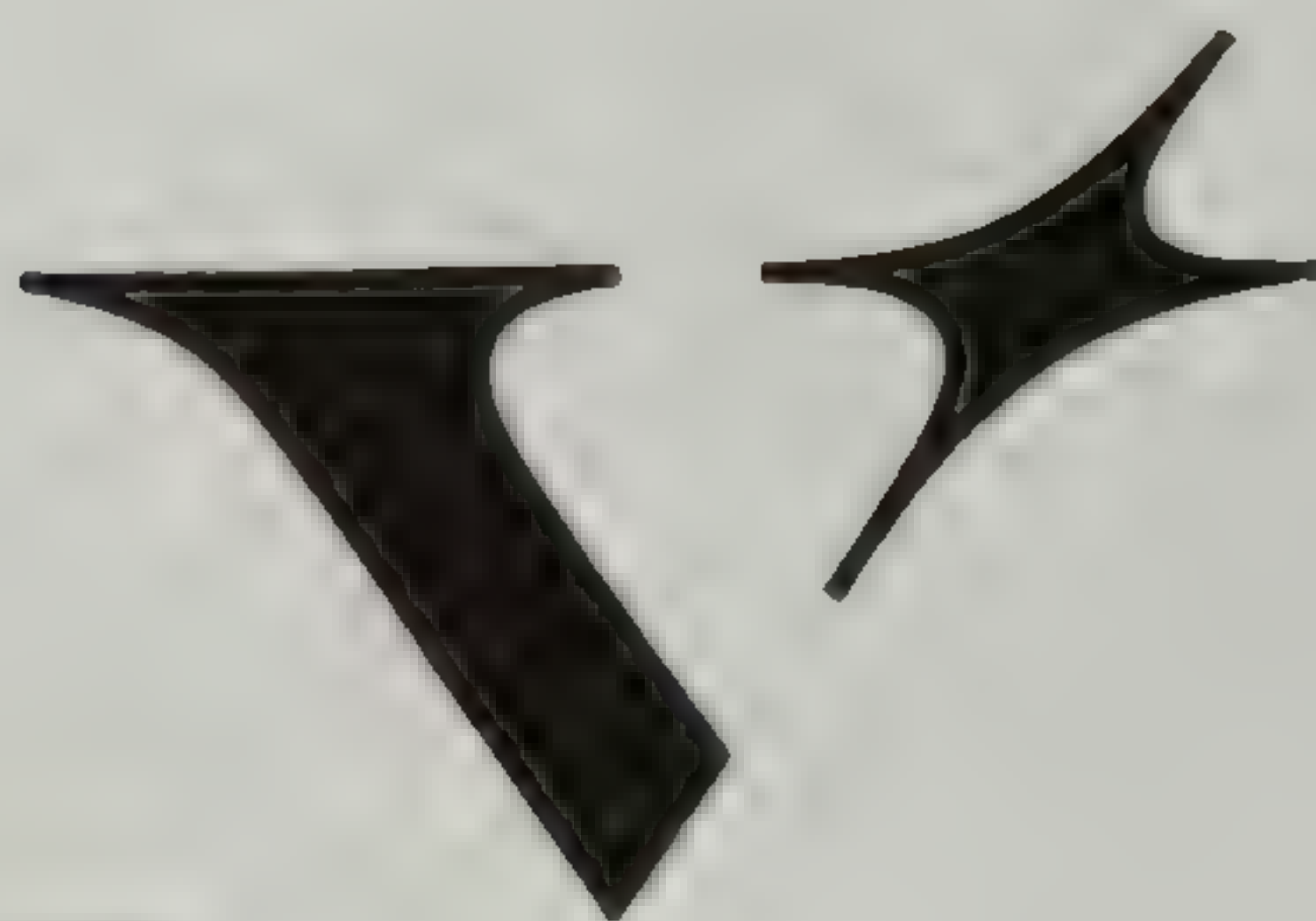
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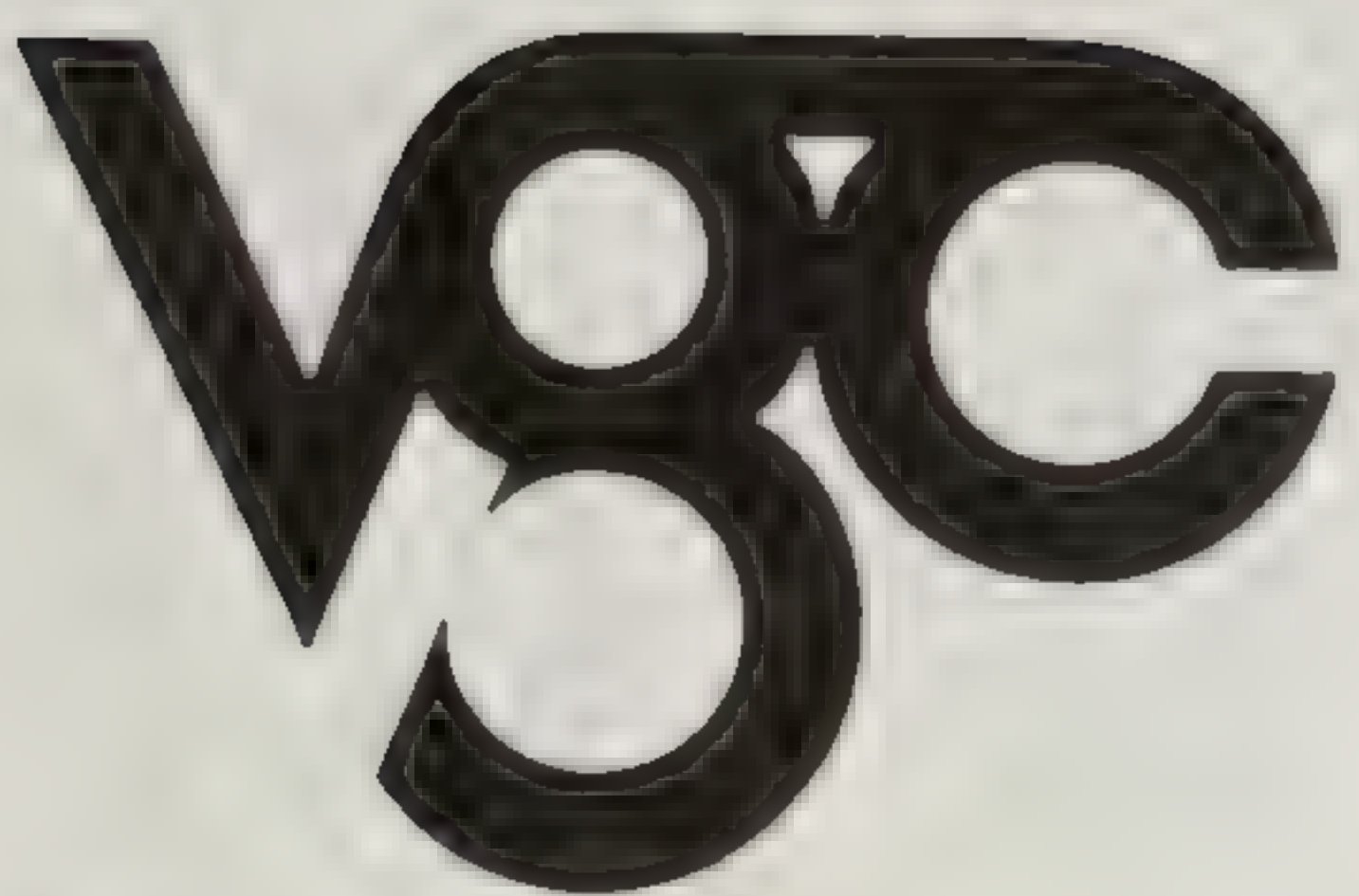
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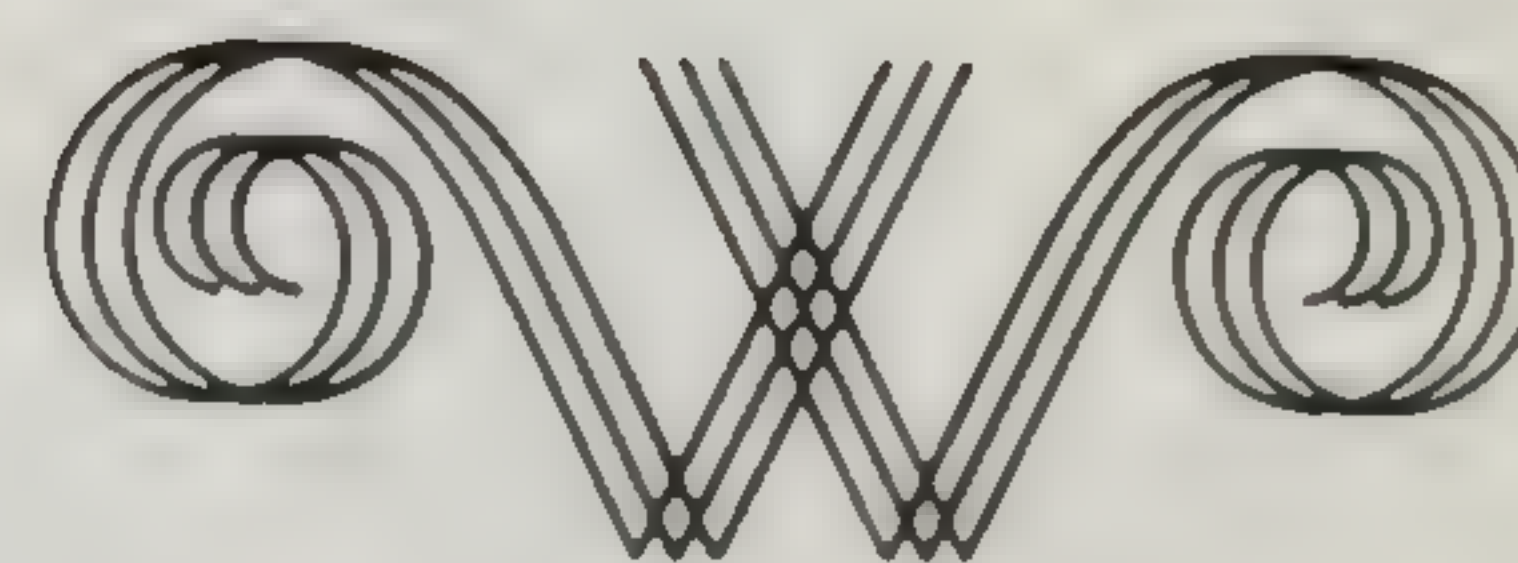
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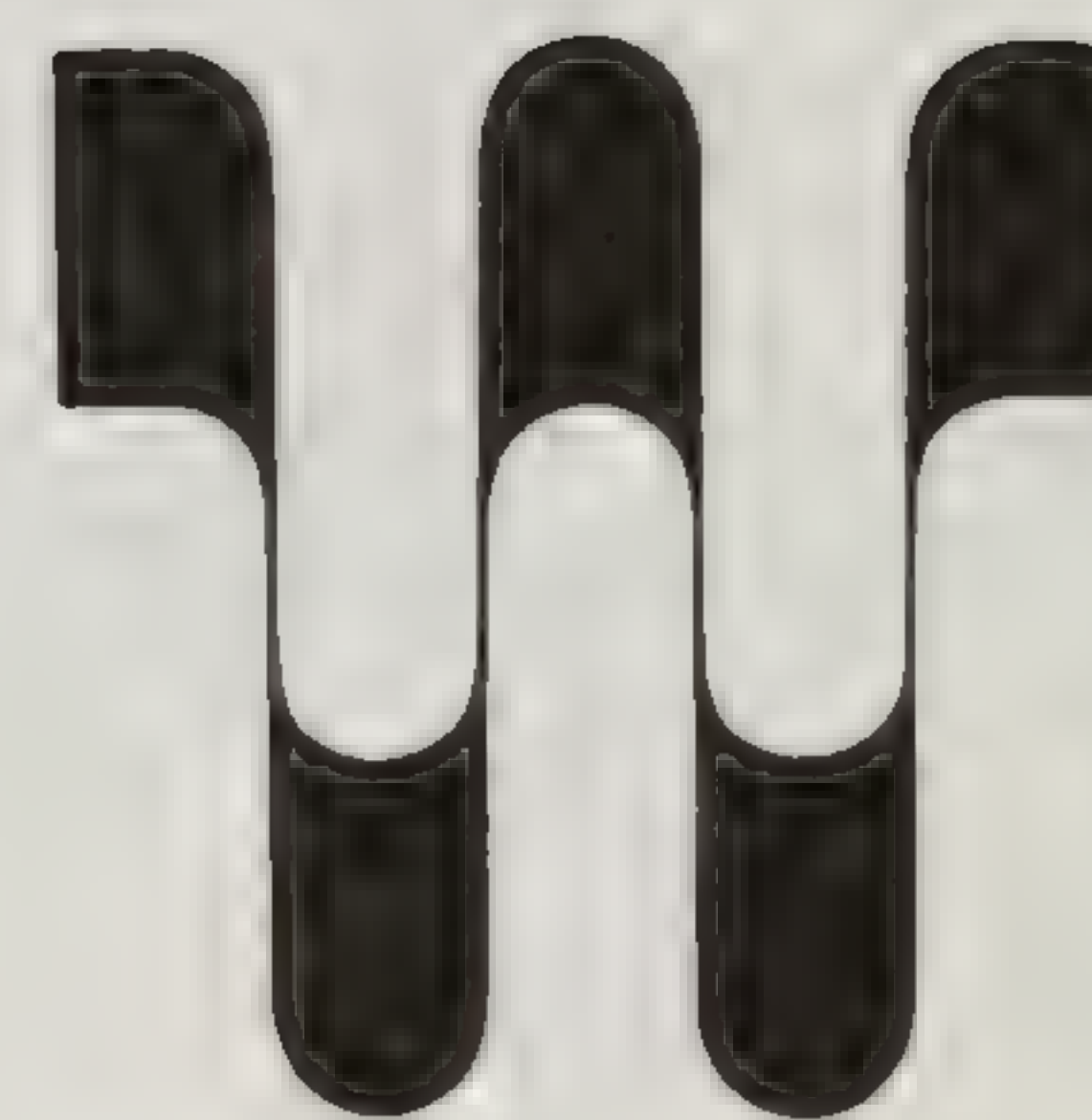
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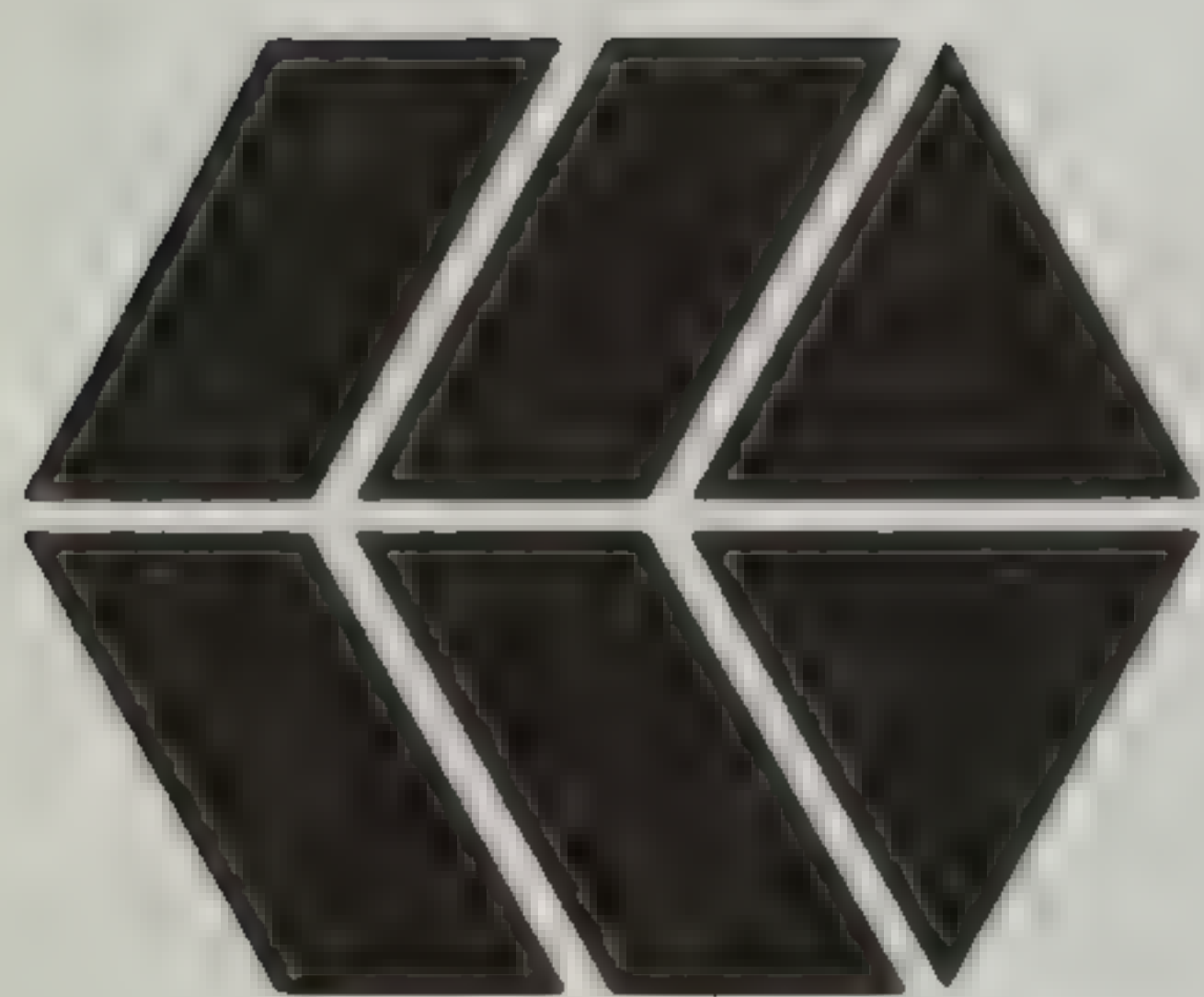
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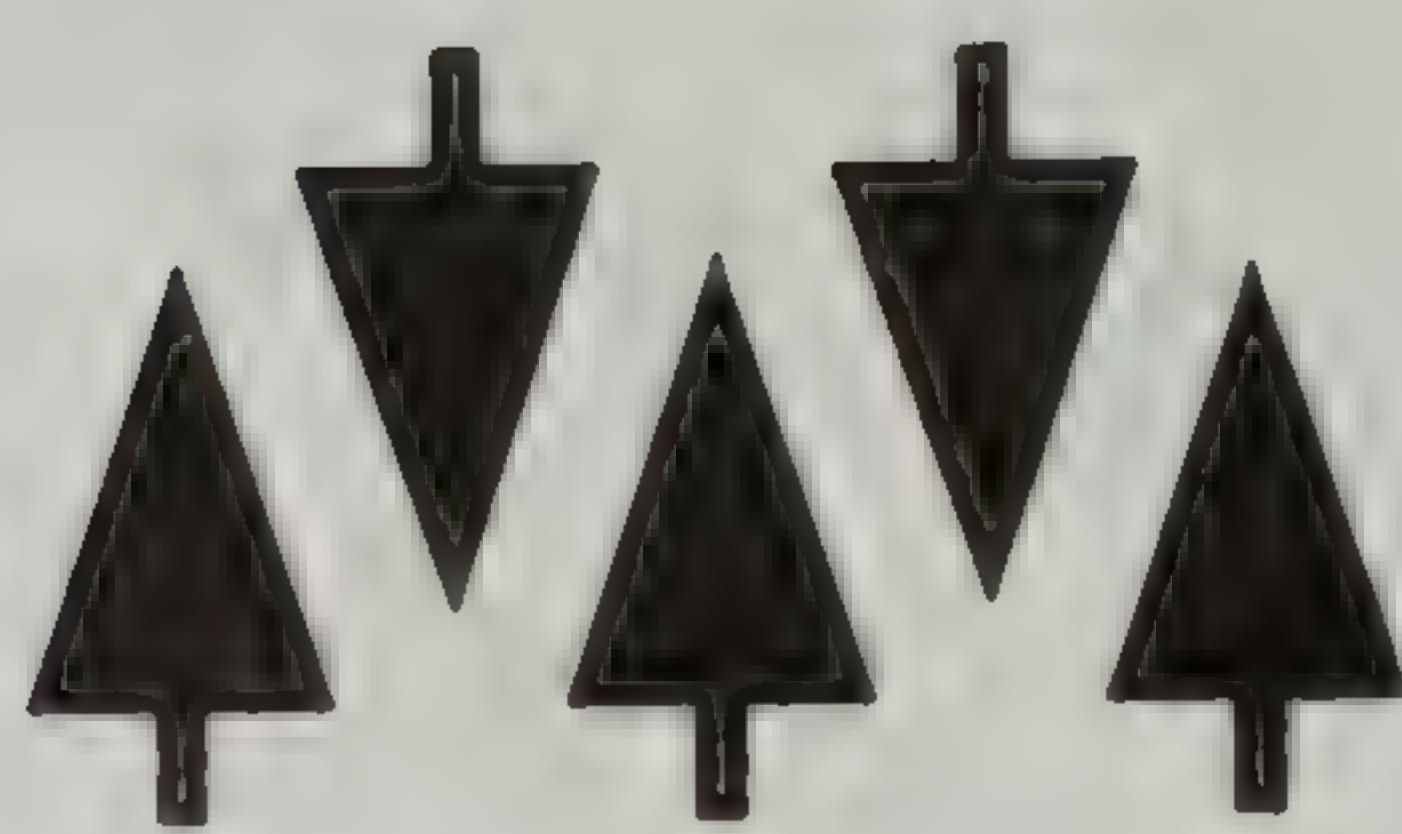
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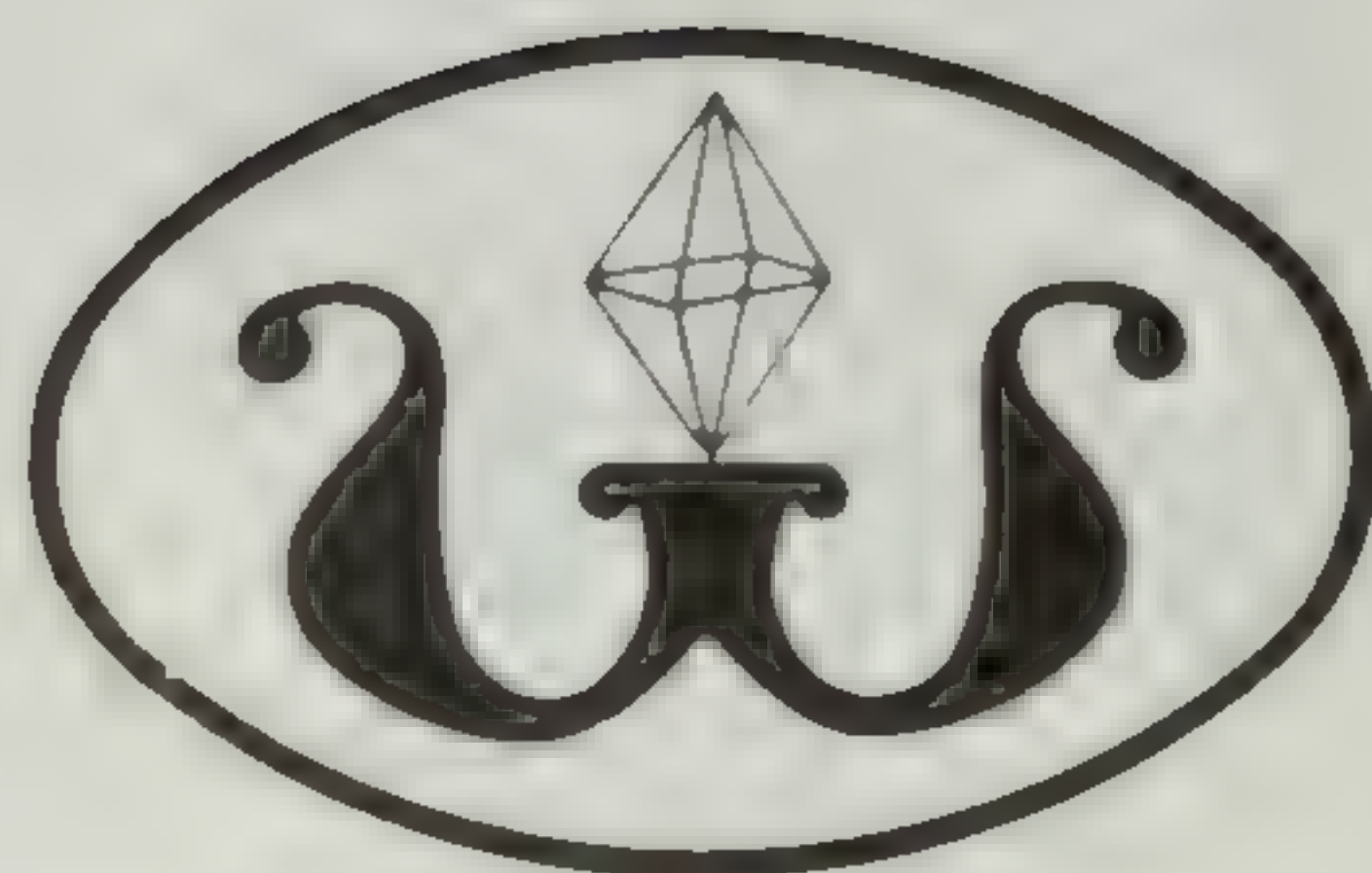
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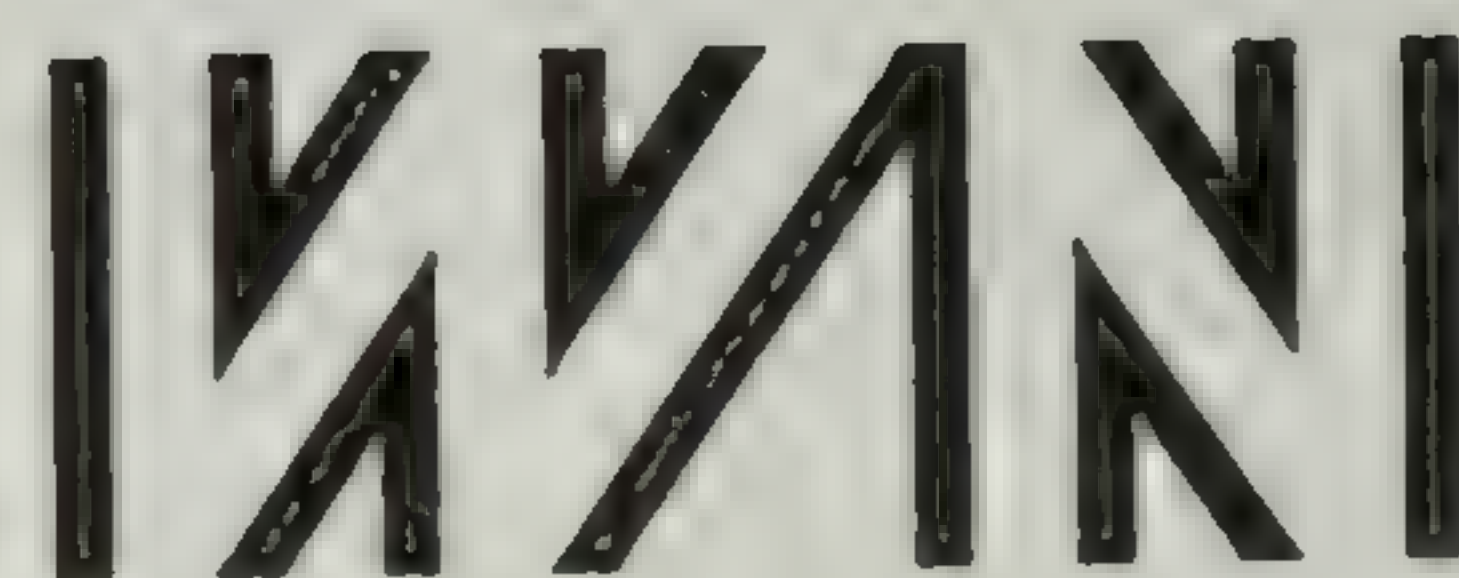
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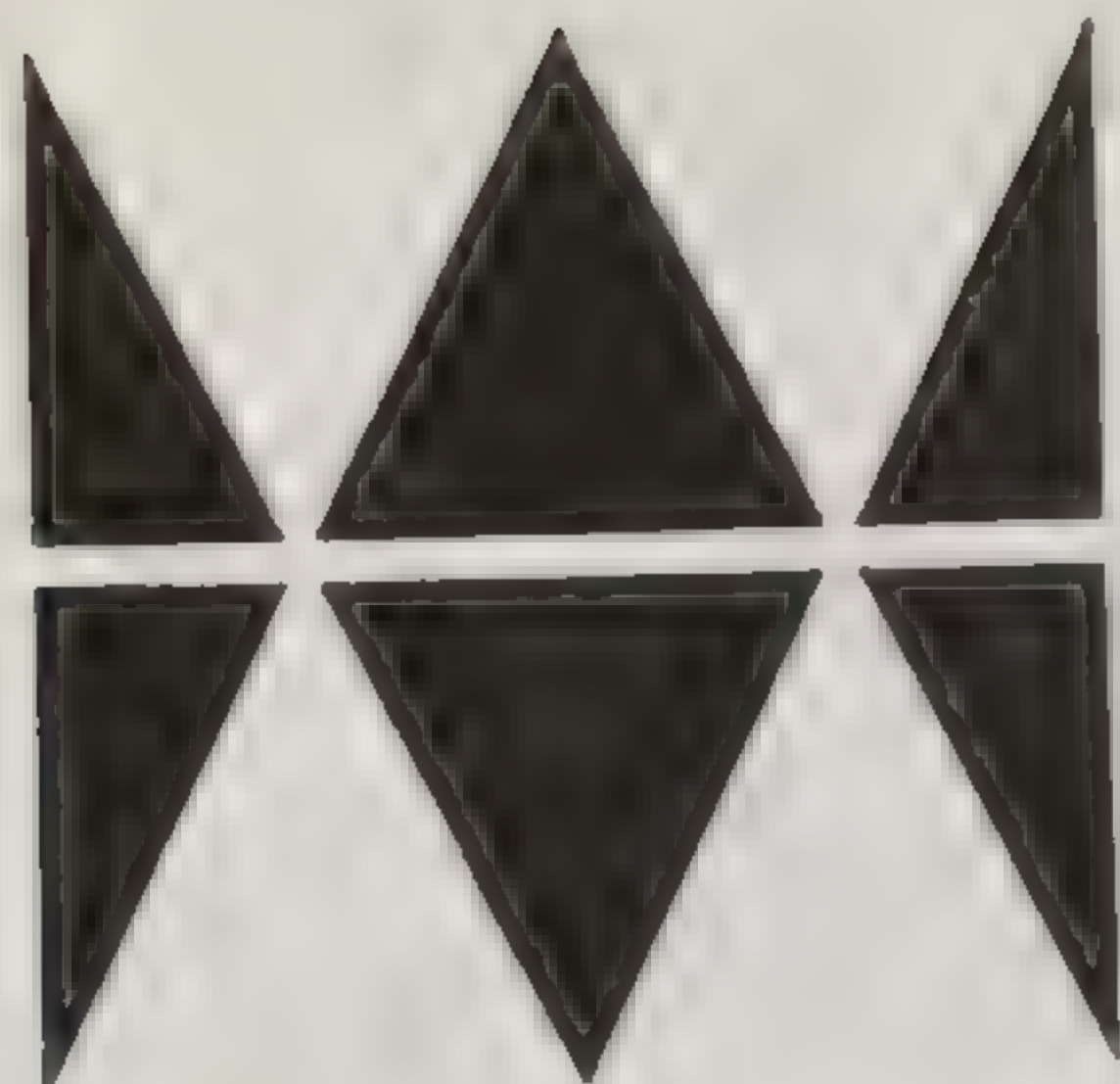
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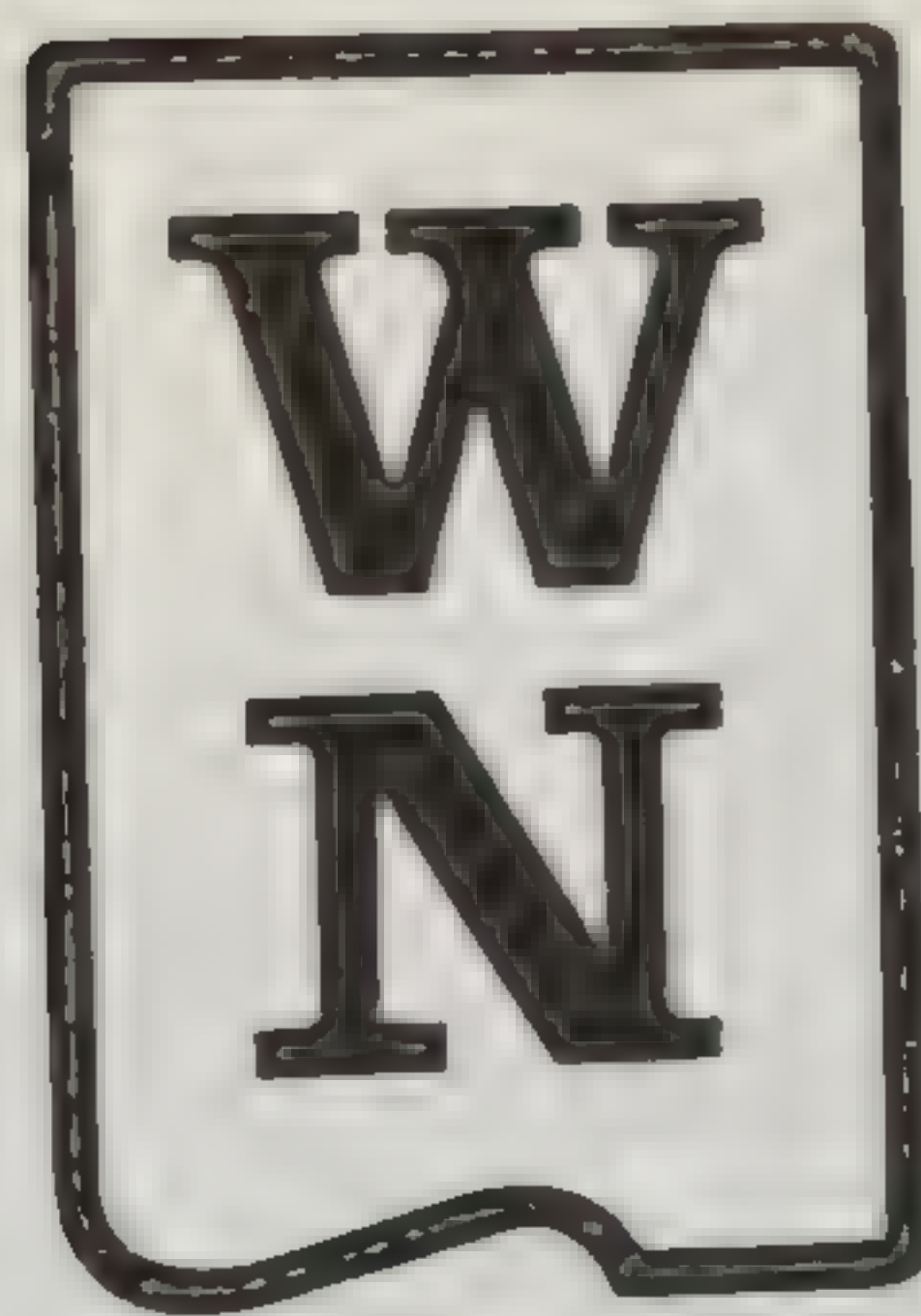
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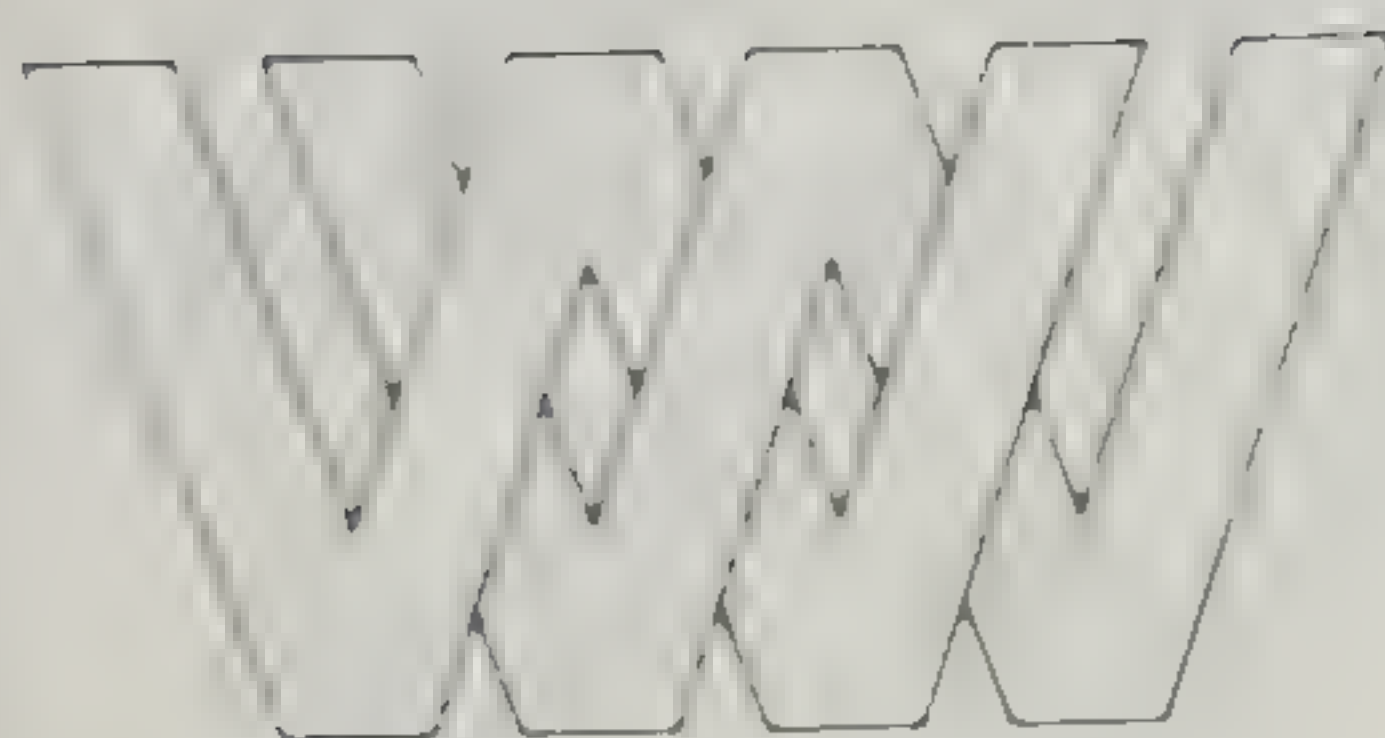
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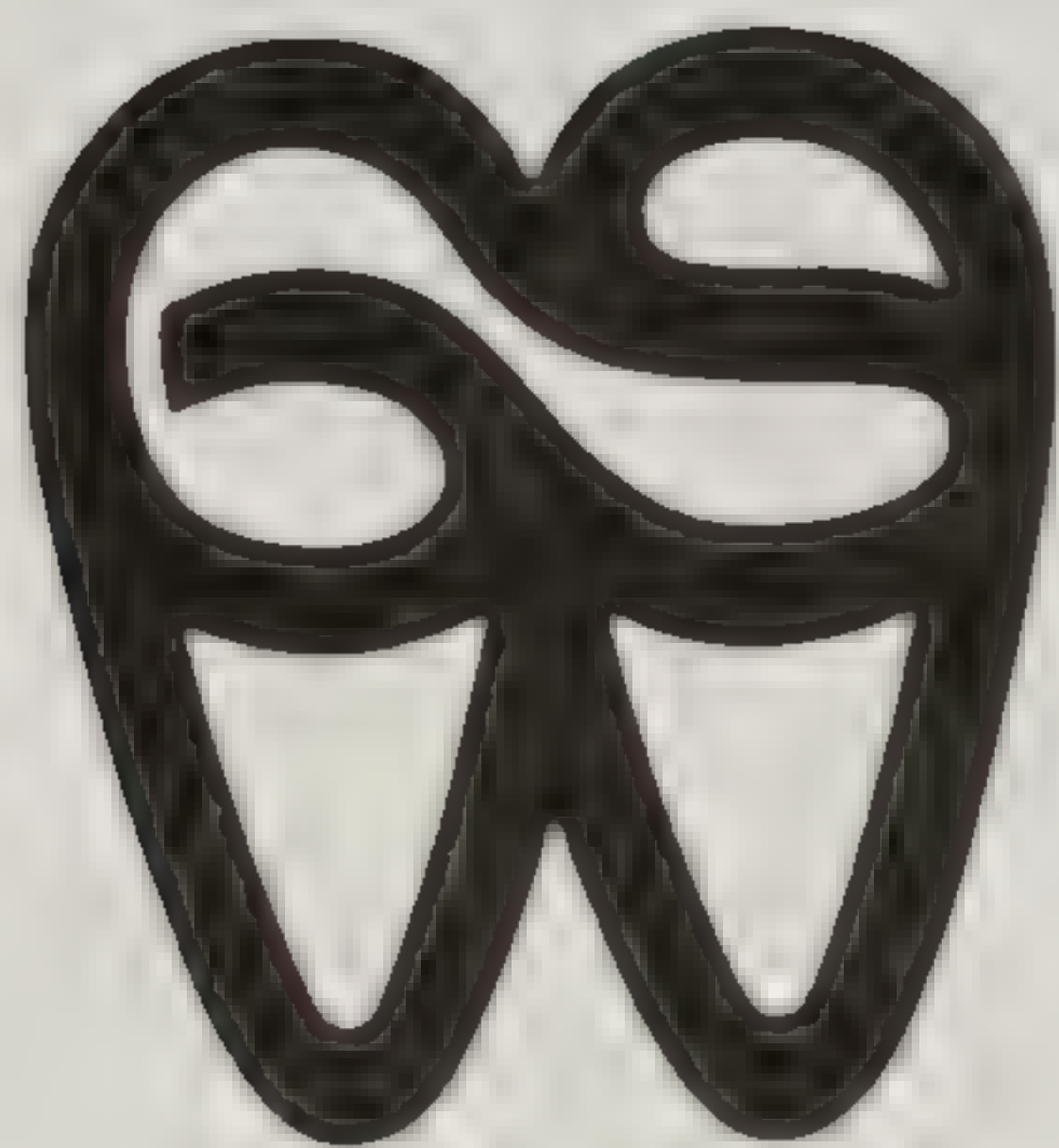
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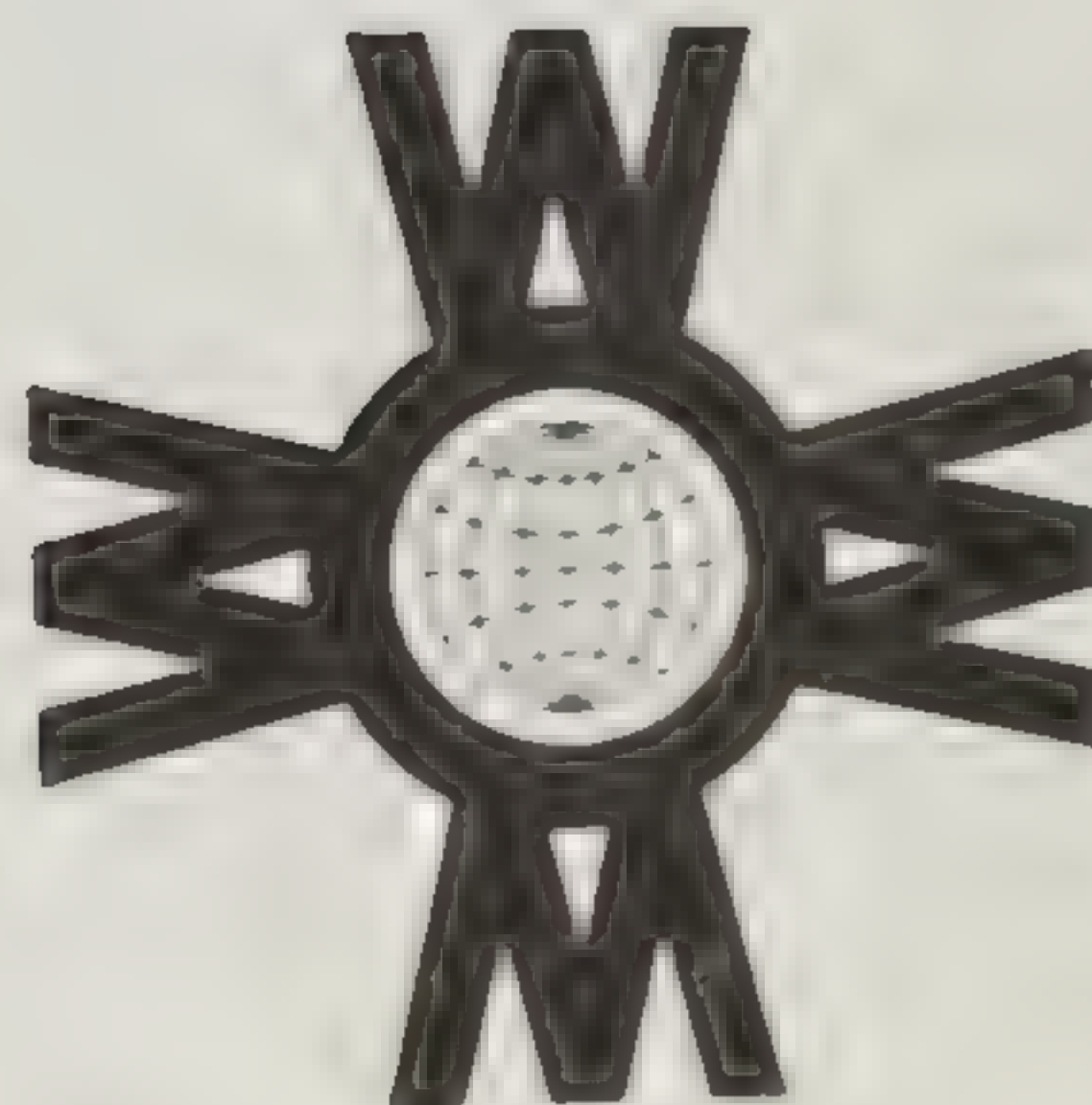
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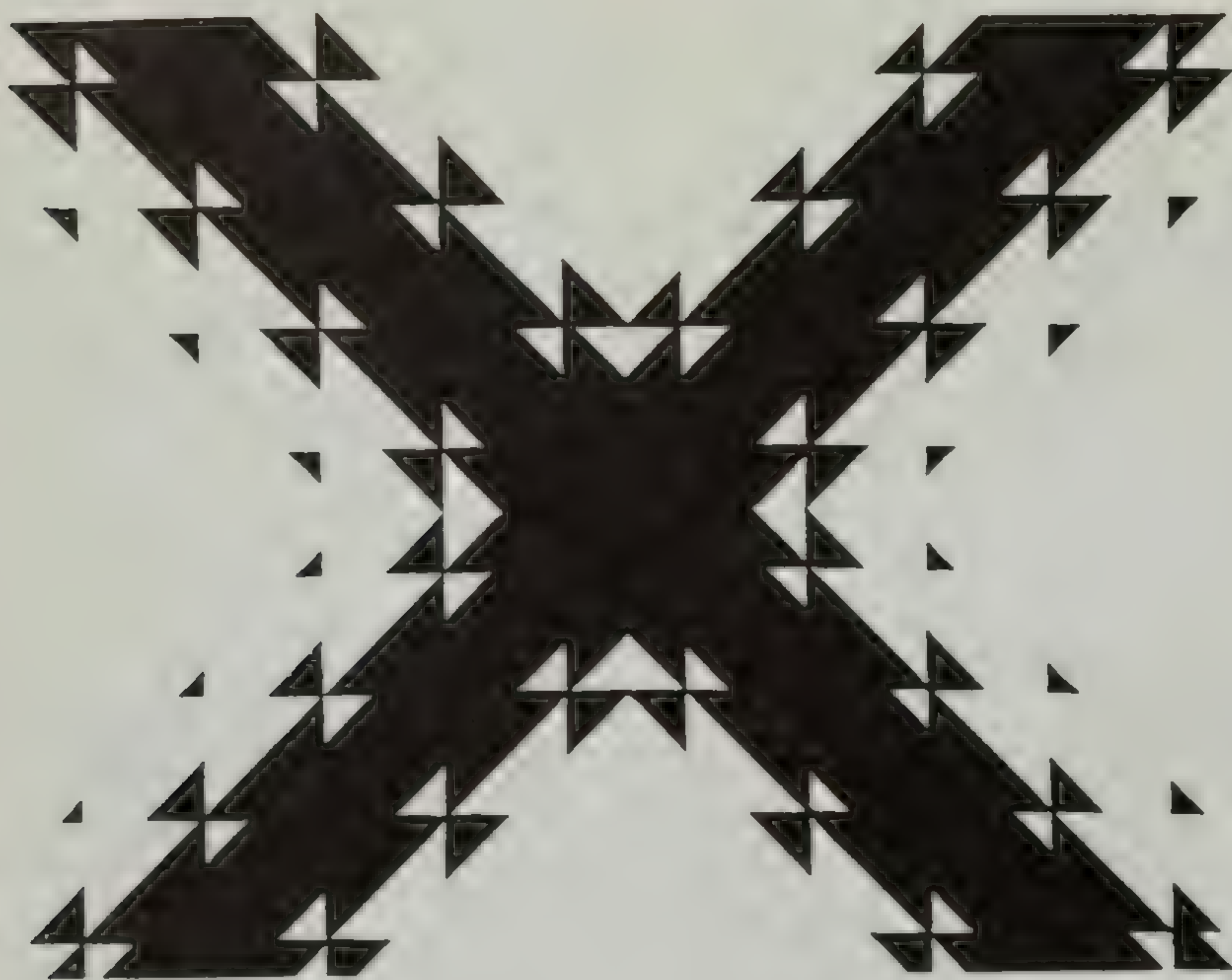


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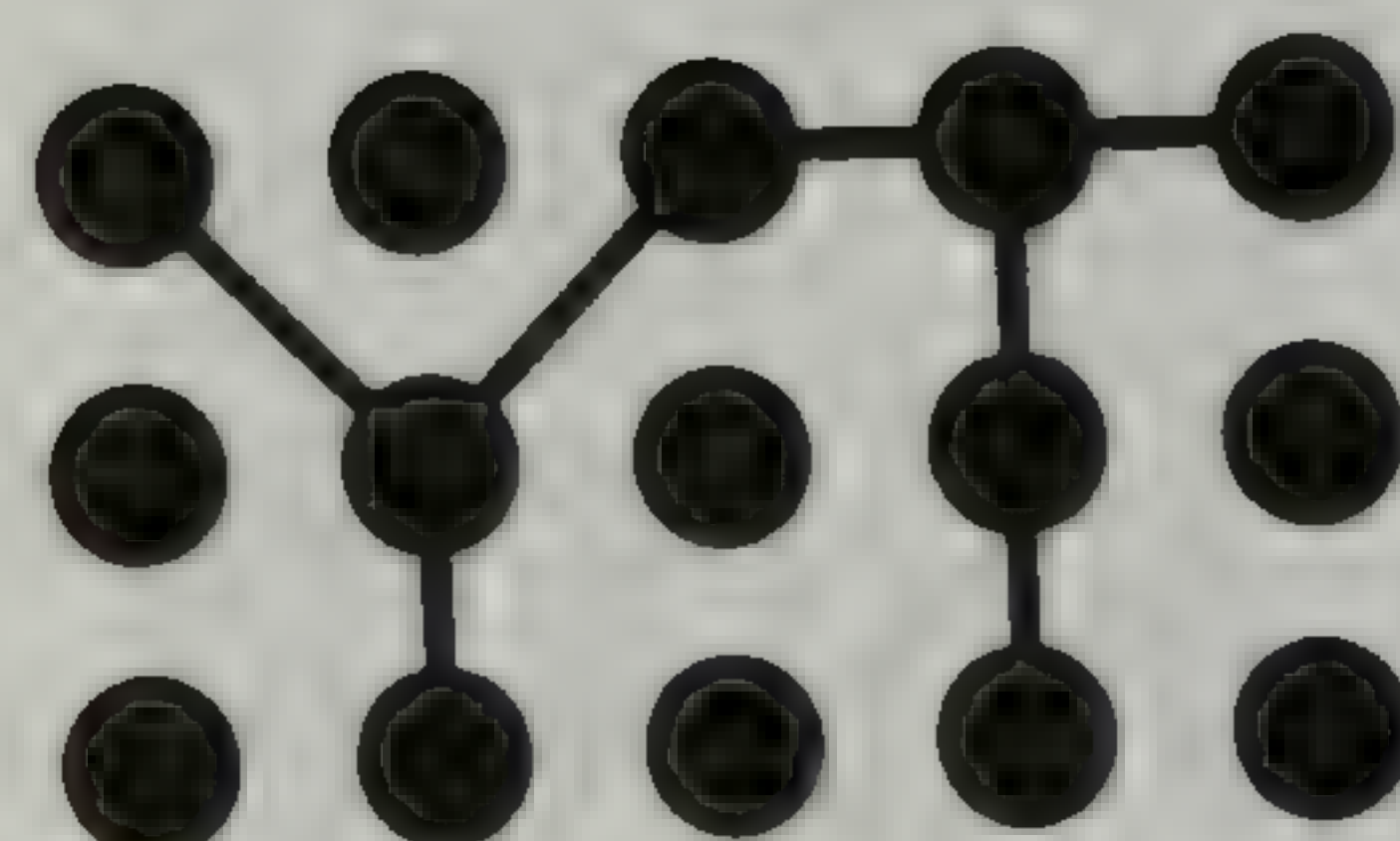
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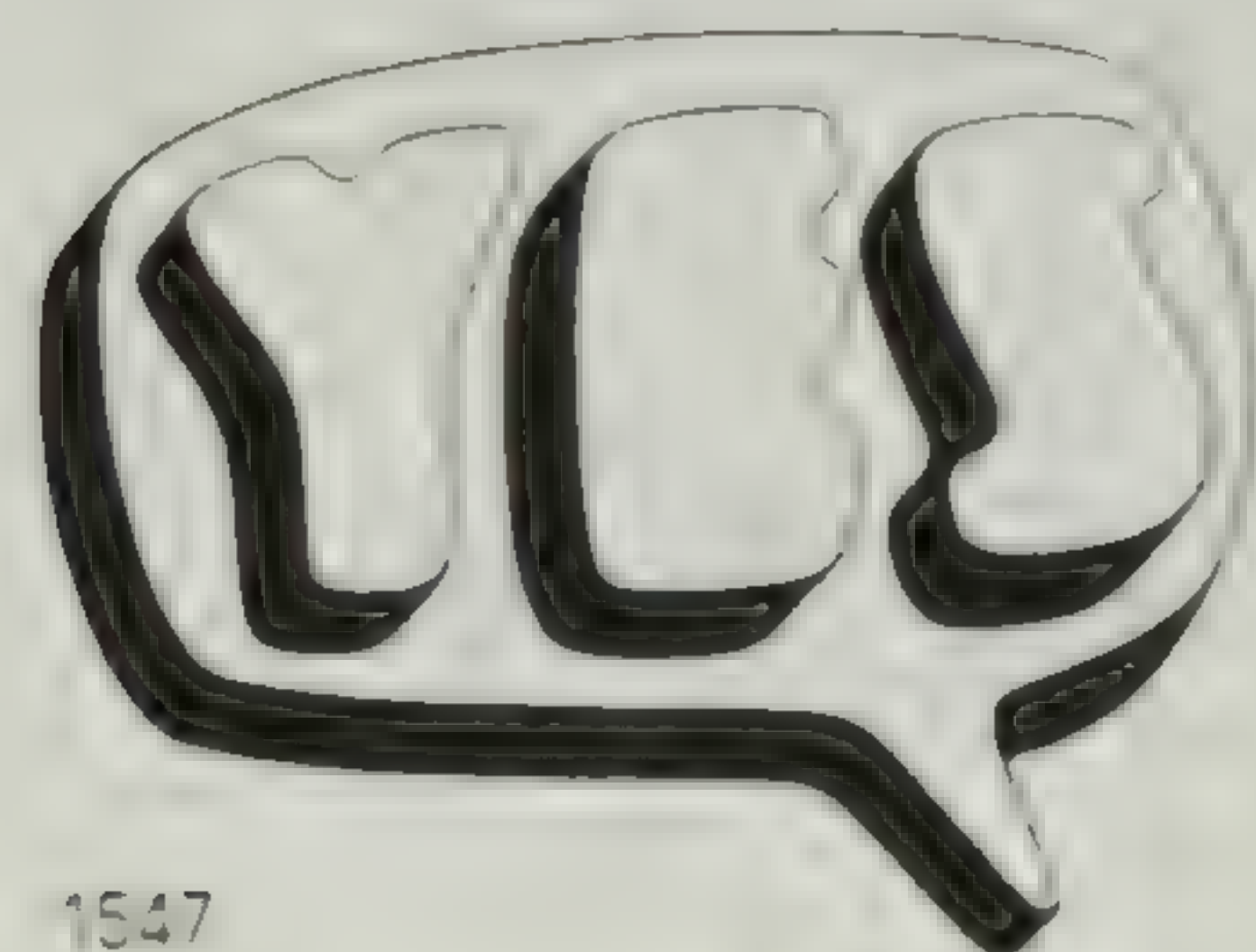
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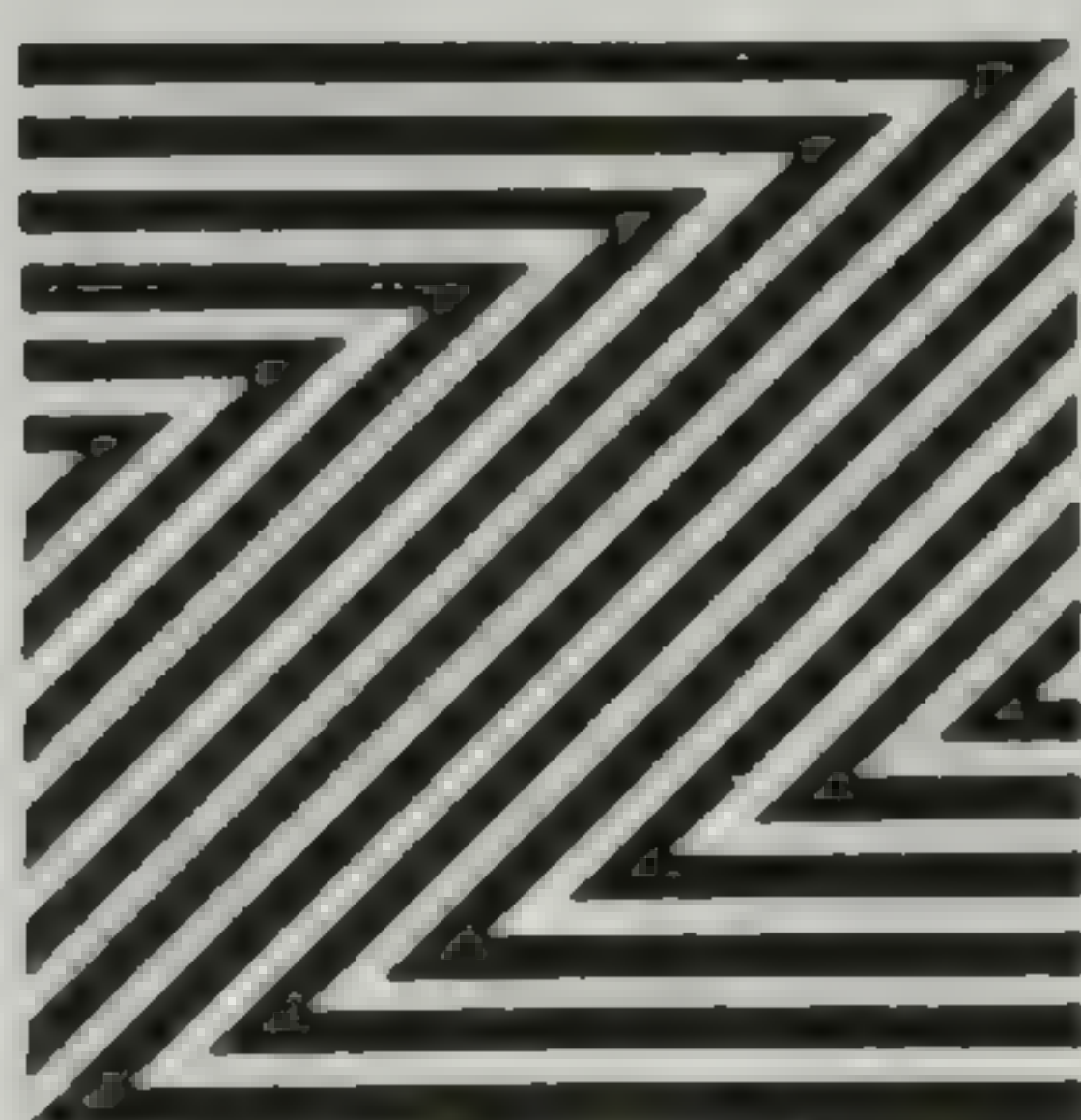
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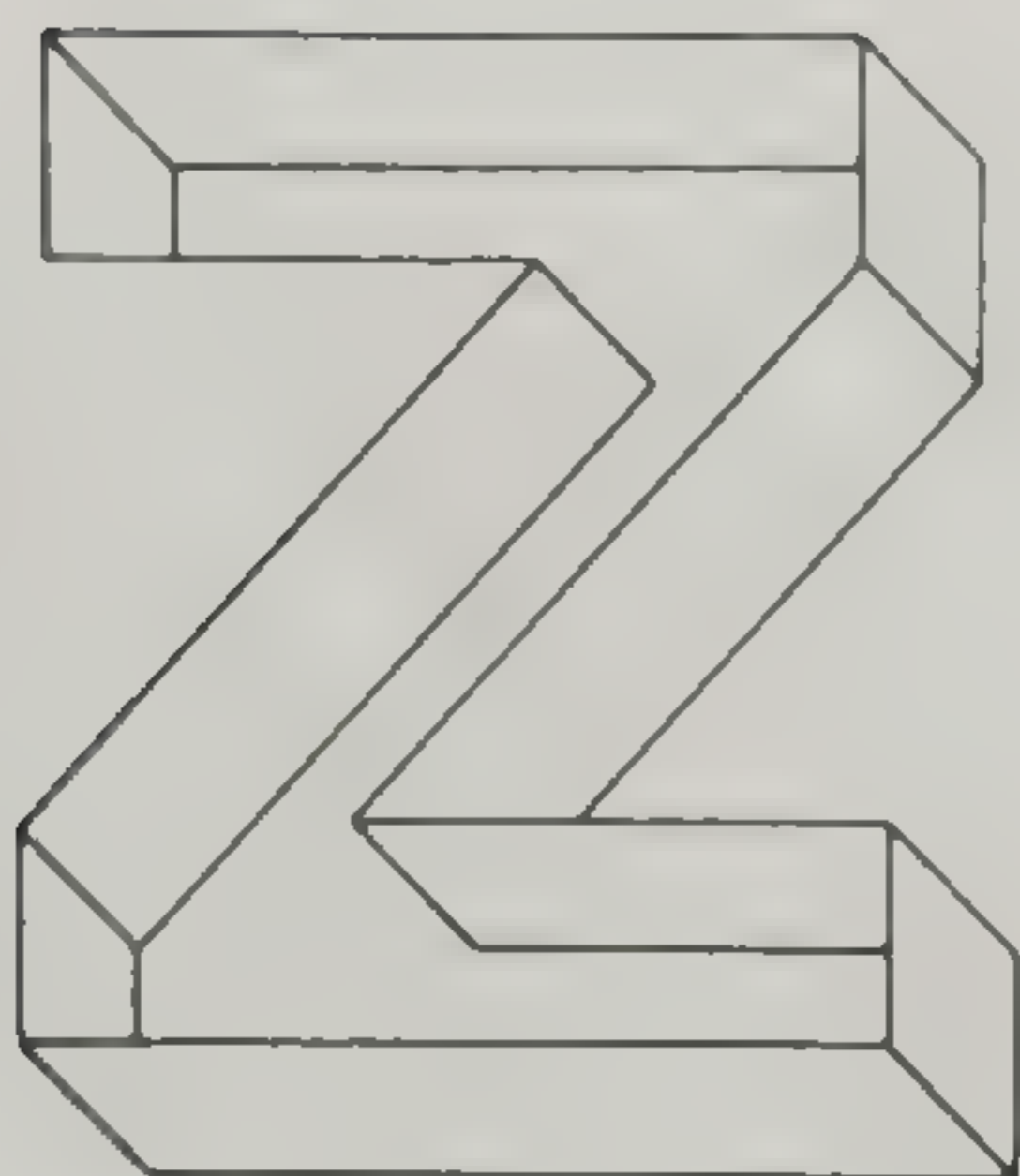
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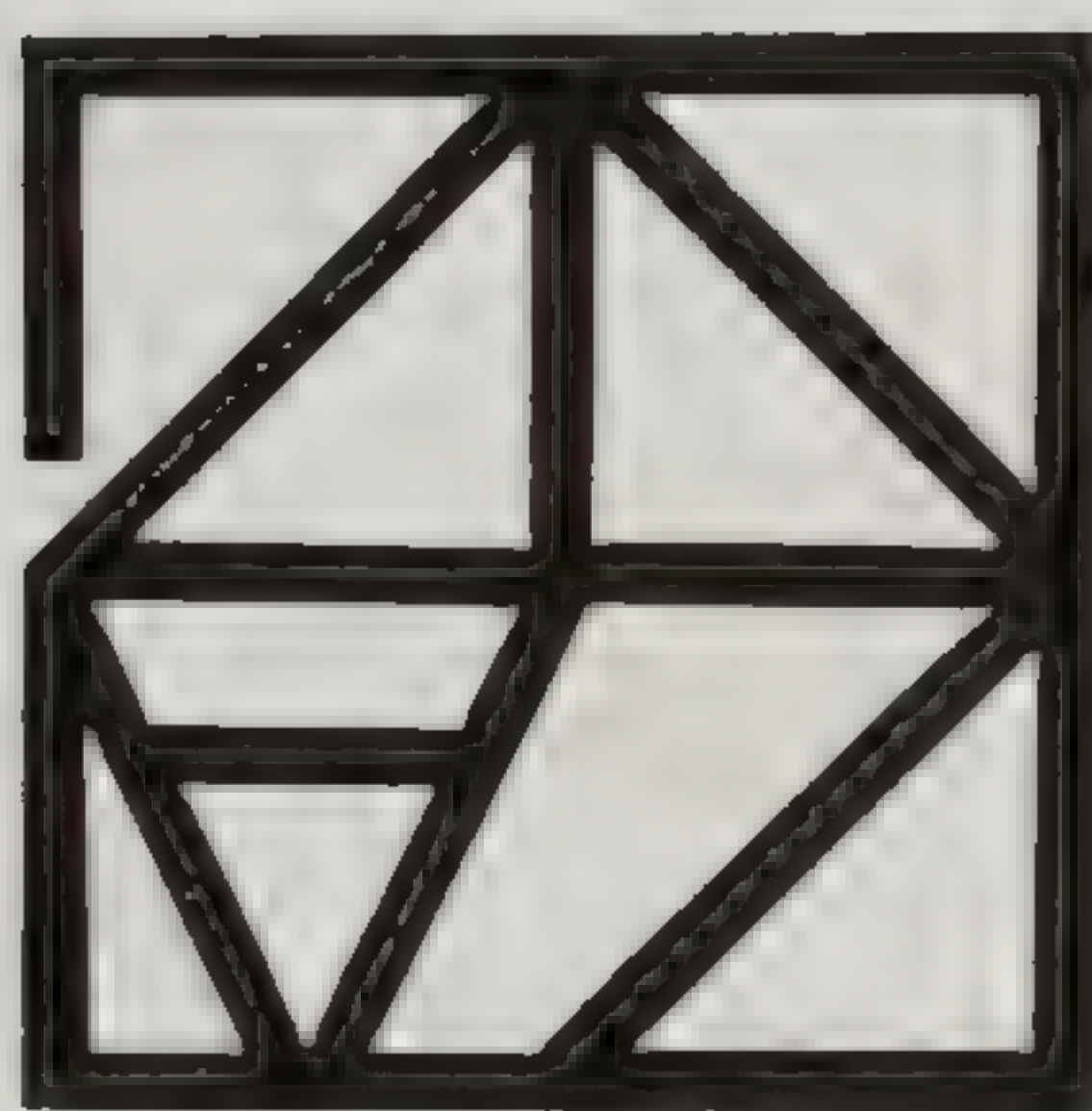
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- 312 1) Pearl Shop 2) Yasaburo Kuwayama (Japan) 1966 3) Project (Celo Pearl)
- 313 1) Life Insurance 2) S. Neil Fujita (USA) 3) Colonial Penn Life Insurance Co.
- 314 1) Paper Manufacturer 2) Noel Martin (USA) 3) Champion Paper Inc.
- 315 1) Makers of Duplicating Papers 2) Keith Bright (USA) 3) Contact Products, Inc.
- 316 1) Pharmaceuticals 2) John Massey (USA) 3) Chicago Pharmacal
- 317 1) Petroleum Industry 2) Tadeusz Pietrzyk (Poland)
- 318 1) Tobacco 2) John Harris+Allied Industrial Designers (G.B) 3) Churchmans
- 319 1) Design Studio 2) P.R.Seefeld (USA) 1970 3) Creative Publicity Service
- 320 1) Design Studio 2) Don Shanosky+Roger Cook (USA) 3) Don Shanosky & Roger Cook Design Firm
- 321 1) Industrial Art 2) Toshio Fukuyama (Japan) 3) Sosakusha Co.
- 322 1) Construction Company 2) Clearance Taylor/Phil Jordan (USA) 1971 3) The Construction Specifier
- 323 1) Bank 2) Chuck Rhoades (USA) 3) Continental Savings & Loan
- 324 2) Hajime Miyamoto 3) Osaka City Development
- 325 1) Coal Company 2) Igildo G. Bieseles (Switzerland) 3) Kohlenverguungs-AG
- 326 2) Mimmo Castellano (Italy) 1970 3) Vini Chiddo
- 327 1) Paper Manufacturer 2) Robert Miles Runyan (USA) 3) Crown Zellerbach
- 328 1) Packaging Institute 2) Tai-Shing Jiang (China) 3) China Packaging Institute
- 329 1) Insurance Company 2) G. Dean Smith (USA) 3) California Casualty Insurance Companies
- 330 1) Cigar Company 2) Paul Rand (USA) 3) Consolidated Cigarette Co.
- 331 1) Sales Promotion Mark 2) Alan Peckolick (USA) 3) Car Tours in Europe

- 332 1) Building Products Maker 2) Crosby/Fletcher/Forbes (Great Britain) 3) Cape Universal
- 333 1) Furniture Manufacturer 2) F.H.K. Henrion (Great Britain) 3) Cox of Watford Ltd.
- 334 1) Telegraph Company 2) Adrian Frutiger 3) Compagnie Générale de Télégraphie Sans Fil
- 335 1) Film Production 2) Herb Lubalin (USA) 3) Cinerama Release Corp.
- 336 1) Interior Design 2) Dominik Sarica (USA) 3) Commercial Interiors Corp.
- 337 1) Paper Products 2) Ralph Eckerstrom (USA) 3) Container Corporation of America
- 338 1) Architecture Association 3) Verband der Architekten in Bulgarien
- 339 1) Soft Drink Company 2) Yusaku Kamekura (Japan) 3) Shyowa Tansan Co., Ltd.
- 340 1) Railroad 2) John Denison-Hunt (Great Britain) 3) Companhia do Caminho de Ferro de Benguele
- 341 2) Benson Crane (USA) 3) Commission on College Physics
- 342 1) Bank 2) Gérard Miedinger (Switzerland)
- 343 2) Malcolm Grear (USA) 3) Color Concentrate Corp.
- 344 2) G. Soland (Switzerland) 3) Camerata Zürich
- 345 2) Louis Swart (Netherlands) 1969 3) Corporate Concept
- 346 1) Airline 2) James D. Gilbert (USA) 3) Cal-State Airlines
- 347 1) Printing Company 2) Wim Crouwel (Netherlands) 3) Omniscreen
- 348 1) Drama Center 2) Roger-Virgile Geiser (Switzerland) 3) Centre Dramatique Romand
- 349 1) Curling Club 2) Jürg Spahr (Switzerland) 3) Curling Club Basel
- 350 2) G. Confalonier (Italy) 1970 3) CAF
- 351 2) Ken Garland (Great Britain) 3) Camden Committee for Community Relations
- 352 1) Trade Center 2) Tai-Shing Jiang (China) 3) China Productivity and Trade Center
- 353 1) Building Consultants 2) Igildo G. Biesele (Switzerland) 3) Loma System (Basel)
- 354 1) Private Symbol 2) 3) Kenneth R. Cooke (USA) 1969
- 355 1) Aircraft Manufacturer 2) Lester Beall, Inc. (USA) 3) Chance Vought Aircraft Inc.
- 356 1) Chemicals 2) Gianni Venturino (Italy) 3) Rumianca S.P.A.
- 357 1) Chemicals 2) Marco Del Corno (Italy) 3) Cave Carbonate Calcio
- 358 1) Insurance Company 2) Lilly Fritz (Canada)
- 359 1) Publisher 2) John Nash (Australia) 3) Cygnet
- 360 1) Scenario Writing Group 2) Arnold Schwartzmann (Great Britain) 3) Creative Partners Ltd.
- 361 1) Design Studio 2) Ernst Roch (Canada) 3) Creative Photographers, Inc.
- 362 1) Photographic Studio 3) Cochrane Photographic Studio
- 363 2) Jay Hanson (USA) 1970 3) Comprenetics Inc.
- 364 1) Research Laboratories 2) Dickens Design Group (USA) 3) Comlab, Inc.
- 365 1) Life Insurance 2) Frank Gianninoto & Associates 3) Commonwealth Life Insurance Co. (Kentucky)
- 366 1) Wood Preservative Manufacturer 2) Roy Kemp Associates (Great Britain) 3) Celcure Ltd.
- 367 1) Wine Maker 2) Walter Ballmer (Italy) 3) Carema
- 368 1) Bank 2) Fritz Arnold (Canada) 3) Canadian Bank
- 369 1) Hotel 2) Hans Portmann (Switzerland) 3) Hotel Continental
- 370 1) Bank 2) Lilly Fritz (Canada) 3) Canadian Bank
- 371 1) Aerospace Corporation 2) Steve Madden (USA) 3) Convair
- 372 1) Lighting Fixture Maker 2) Adrian Frutiger 3) Disderot
- 373 1) Foundry 2) Gilles Fiszman 3) Fonderies Desbeck
- 374 1) Concrete Block Maker 2) Carey Corea (USA) 1971
- 375 1) Tooling & Manufacturing 2) Mort Walsh (Canada) 3) Delta Tooling & Mfg.
- 376 1) Architect's Initial 2) Roger-Virgile Geiser (Switzerland) 3) Desar Zens
- 377 1) Furniture Manufacturer 2) Chemayeff & Geismar Associates 3) Directional Industries Inc.
- 378 1) Plastic Products 2) Jacques Nathan-Garamoud (France) 3) Plastugil-Distugil (Paris)
- 379 1) Advertising Agency 2) Luigi Montaini+Till Neuburg (Italy) 3) Studio Damola
- 380 3) Dyna Structures
- 381 2) Michel Olyff (Belgium) 3) Bois De Coene
- 382 1) Candy 3) Dalang
- 383 1) Tourist Industry 3) Daikyo Kanko
- 384 2) Saul Bass & Associates 3) Ducommun
- 385 1) Development Company 2) Robert Pease (USA) 3) Di Giorgio Development Corporation
- 386 2) Heinrich Wehmeier (Germany)
- 387 1) Business Supplies Manufacturer 2) Ruut van den Hoed (USA) 3) Dimati France
- 388 1) Driving Club 2) Jun Tabohashi (Japan) 3) Dentsu Driving Club
- 389 1) Food Company 2) Olle Eksell (Sweden) 3) Landbrugets Avsaetningsudvalg
- 390 1) Curio Shop 2) Gerd Leufert (Venezuela) 3) Pierre Denis
- 391 1) Advertising Agency 2) Erik Nitsche (USA) 3) Dorland, Inc.
- 392 1) Wire Manufacturer 2) Eranz Fässler (Switzerland) 3) Drawag Glattbrugg
- 393 1) Steel Manufacturer 2) Pierre Gauchat (Switzerland)
- 394 1) Food Industry 2) Karl Prinz (Germany) 3) Droste & Sohn Canned Beef Co.
- 395 1) Publisher 2) F.H.K. Henrion (U.K.) 3) Dufex
- 396 2) Rolf Harder (Canada) 3) Project (LD Birdseed)
- 397 1) Finance Company 2) Chris Yaneff+Chris Yaneff Ltd. (Canada) 3) Delta Acceptance Corporation Ltd.
- 398 1) Glass and Earthenware Manufacturer 2) Zdenek Ziegler (Czechoslovakia)
- 399 1) Dictionary 2) Giovanni Brunazzi (Italy) 3) Drucker
- 400 1) Design Studio 2) Ryohei Kojima (Japan) 1970

- 3) Doi Design Office
- 401 1) Printing Company 2) Florence Bezruczyk (USA)
3) Davis Delaney-Arrow Inc.
- 402 1) Printing Company 2) A. Ross and B. Thompson (USA)
3) Davis Delaney
- 403 3) Freunde Von Danilo Dolci
- 404 1) Design Development Program 2) Elsa Kula (USA)
3) Thai Government
- 405 1) Architect's Office 2) Michel Olyft (Belgium)
3) Luc Dugardyn (Bruges)
- 406 2) Dick Hess (USA)
- 407 1) Design Studio 2) Jacques Richez (Belgium)
3) Atelier 3D
- 408 1) Design Studio 2) Kazuo Ohno (Japan) 3) Otani
Design Laboratory
- 409 1) Design Studio 2) Negus Sharland (Great Britain)
3) Design Workshops
- 410 1) Paint Maker 2) Christian Lang (Switzerland)
3) H. Dold & Co.
- 411 1) Glass Products 2) Collis Clements+Design
Research Unit (Great Britain) 3) George Davidson & Co.
- 412 1) Designers & Art Directors Association 2) Crosby/
Fletcher/Forbes (Great Britain) 3) Design & Art
Direction
- 413 1) Publisher 2) Michel Olyff (Belgium) 3) Editions
Desclée de Brouwer (Paris/Bruges)
- 414 1) Ceramics Industry 2) Serge Defradat (France)
1968 3) DIC
- 415 1) Inks and Chemicals 2) Yusaku Kamekura (Japan)
3) Dainippon Printing Ink & Chemical Co.
- 416 1) Designers Association 2) Yusaku Kamekura (Japan)
1953 3) Japan Industrial Designers Association
- 417 1) Printing Company 2) Toshio Ito (Japan)
3) Daimaru Printing Co.
- 418 1) Chemicals 2) Stephan Kantscheff (Bulgaria)
3) Project
- 419 1) Transportation 2) Rolf Harder (Canada)
- 420 3) Japan Package Design Association
- 421 2) B.K.Wiese (Germany) 3) Delta Vertriebs gesellschaft
- 422 1) Chinese Restaurant 2) Clarence Lee+Milici
Advertising (USA)
- 423 2) Kenji Ito (Japan) 3) Canada Golf Syokai
- 424 1) Airline 2) Jørgen Johansen (Denmark) 3) Nordair
- 425 2) Peter Bradford (USA)
- 426 2) Hansruedi Scheller (Switzerland) 3) Drogerie
Büchi
- 427 1) Design Students' Association 2) Yasaburo
Kuwayama (Japan) 3) Japan Design Student Assoc.
- 428 1) Spinning Company 3) Daiwa Spinning Co., Ltd.
- 429 1) Designers Council 2) Hiroshi Ohchi (Japan)
3) Japan Designers Council
- 430 1) Design Studio 3) Dorey Design
- 431 1) Design Studio 3) Dedalo libri
- 432 1) Diamonds 2) Roger Cook+Don Shanosky (USA)
3) De Beers Consolidated Mines Ltd.
- 433 1) Linoleum 2) Ernst Roch (Canada) 3) Project
(Dominion)
- 434 1) Design Studio 3) Okumura Design Studio
- 435 1) Photoprinting 2) Mimmo Castellano (Italy)
3) A. De Pedrini (Milano)
- 436 1) Shoelace Manufacturer 2) Eurographic Ltd.
(Great Britain) 3) William Paton Ltd.
- 437 2) Frank R. Cheatham (USA) 3) Diversified Products
Corp.
- 438 2) Maria Turkowska (Poland) 3) Dziewiarska
Spoldzielna Pracy
- 439 1) Printing Company 2) Hansruedi Scheller (Switzer-
land) 3) W. Plüss
- 440 2) Studio Boggeri (Italy)
- 441 1) Textile Company 2) K. Vibholm (Denmark)
3) Dansk Textilkreds
- 442 1) Toys 2) Tom Kamifuji (USA) 3) American Zeotrope
- 443 1) Food Industry 2) Ablam Games (Great Britain)
3) Danish Bacon
- 444 1) Publisher 2) John Alcorn (USA) 3) Dutton Co.
- 445 1) "Drug Store" 2) Farncois Dallegret (USA)
3) Le Drug
- 446 1) Trading Company 2) Gerard Wernars (Netherlands)
3) de Swaan-Bonnist
- 447 1) Piano Factory 2) Ove Engström 3) Baumgardts
Pianofabrik
- 448 1) Printing Company 3) Denz Clichés
- 449 1) Furniture Maker 2) Chemayeff & Geismar Associates
(USA) 3) Edgewood Furniture Co.
- 450 1) Publisher 2) Michel Olyff (Belgium) 3) La
Librairie Européenne (Brussels)
- 451 2) G. Dean Smith (USA) 3) Electrovision Production
Inc.
- 452 1) Computers 2) Stephan Kantscheff (Bulgaria)
3) Plant Electronica-Sofia
- 453 2) Marcel Wyss (Switzerland) 3) Element
- 454 1) Machinery Builder 2) Stephan Kantscheff (Bulgaria)
3) Frederick Engels
- 455 1) Electrical Appliance Company 2) Carlo Vivarelli
(Switzerland) 3) Electrolux International
- 456 2) Peterson & Blyth Associates Inc.
(USA) 3) Educating Systems Inc.
- 457 2) Lester Beall (USA) 3) Emhart Manufacturng Co.
- 458 1) Import-Export Company 2) Armando Milani (Italy)
3) Euromal Import-Export Co.
- 459 1) Airlines 2) Hausman+Langford & Partners Ltd.
(Great Britain) 3) British Eagle International
Airlines Ltd.
- 460 1) Pencil Manufacturer 2) Raymond Loewy/William
Snaith, Inc. (USA) 3) Eagle Pencil Co.
- 461 1) Explosives Research Lab 2) Saul Bass & Assoc.
(USA) 3) Ducommun
- 462 1) Chemical Fiber Manufacturer 3) Japan Rayon
- 463 1) Electric Machinery 2) Dr. Hahn (Germany) 3) Electrica
Instruments Manufacturer
- 464 1) Printing Company 2) Anton Stankowsky (Germany)
- 465 1) Electrical Appliances Manufacturer 2) Stephan
Kantscheff (Bulgaria) 3) Elektra
- 466 1) Wool Manufacturer 2) Tetsuo Noda+Makiko Noda
(Japan) 3) Komanomoto Wool Mfg.
- 467 1) Bank 2) Chermayeff & Geismar Assoc. 3) European-

- American Bank
- 468 1) Exhibition (Exposicuba) 2) Felix Beltrán (Cuban) 3) Cuban Exhibition Department
- 469 1) Actors' Organization 2) Don Kano+Jerry Braude (USA) 3) Creative Equity Corp.
- 470 1) Manufacturer of Tools and Dies 2) J. Budd Steinhilber (USA) 3) East Dayton Tool & Die Co.
- 471 1) Publisher 2) William Wondriska (USA) 3) Elliot's
- 472 2) Chermayff & Geismar Associates (USA) 3) Eidopor Inc.
- 473 1) Manufacturer of Refrigerators 2) Minale, Tattersfield Ltd. (Great Britain) 3) Everoy Refrigerators (Sweden)
- 474 1) Union 2) Shigemi Hijikata (Japan) 3) Japan Cinema Workers Union
- 475 1) Photographic Apparatus 2) Magalhaes+Moronha+Pontual (Brazil) 3) Everon
- 476 1) Printing Company 3) Yosho Printing Co.
- 477 1) Printing Company 2) Rudolf Bircher (Switzerland) 3) Emil Grätzer
- 478 1) Publisher 2) Luigi Montaini+Till Nevburg (Italy) 3) Editoriale Landó
- 479 1) Electrical Appliances 2) Josef Tyfa (Czechoslovakia) 3) Electro-Praga, Hlinsko
- 480 1) Insurance Company 2) Raymond Loewy+William Shaith, Inc. (USA) 3) Equitable of Iowa
- 481 1) Electron Memory Units 2) Ken Parkhurst & Assoc. (USA) 3) Electronic Memories, Inc.
- 482 1) Publisher 2) Romulo Maccio (Italy) 3) Ediciones Mundonuevo
- 483 2) Alex Walker
- 484 1) Publisher 3) Ediciones Poligrafa SA
- 485 1) Furniture Manufacturer 2) Felix Beltran (Cuba) 3) Espacio SA
- 486 1) Photographic Film 2) Kenichi Hirose+Yoshio Hayakawa (Japan) 3) Konishiroku Photo
- 487 1) Electronic Optics 2) Rainer Stempel (Germany) 3) Datenverarbeitung
- 488 1) Power Company 2) Heinz Waibl (Italy) 3) ENEL
- 489 2) Vance Jonson (USA) 3) E.M. Miller
- 490 1) Education 3) European Home Study Council (Norway)
- 491 1) Airlines 2) Daniel Maurel 3) Project (Euralair)
- 492 2) Hans Hurter (Switzerland) 3) Givaudan
- 493 1) Environmental Improvement 2) Eileen Lavelle+Harry Murphy (USA) 3) Environmental Products
- 494 1) Machine Shop 2) Joseph Binder (Germany)
- 495 1) Advertising 2) Easons Advertising Service
- 496 2) Atelier Walter Diethelm (Switzerland) 3) Project
- 497 1) Electrical Appliance Company 2) Kurt Wirth (Switzerland) 3) Project (Electrolux AG.)
- 498 1) Nurses School 2) Kunstge Werbeschule Zürich (Switzerland)
- 499 1) Bank 2) Adolf Flückiger (Switzerland) 3) Immobilienfonds Bemischer Banken
- 500 2) Primo Angeli (USA) 3) Eastman Assoc.
- 501 1) Social Club 2) Jacques Richez (Belgium) 3) Estro Armonico
- 502 2) A. Norman Law (USA) 3) East Cleveland Co.
- 503 2) Havas Conseil (France) 3) Edmond Nalis, éditeur
- 504 1) Iron and Steel 2) Martz+Bühlmann (Switzerland) 3) Oehler & Cie
- 505 1) Private Symbol 2) Eskil Ohlsson (USA) 1971
- 506 1) Electrical Contractors' Association 2) Robert Peace (USA) 3) Electrical Contractors' Association of San Mateo County
- 507 1) Symbol for Books 2) Hiromu Hara (Japan) 3) Kenkyu-sha Ltd.
- 508 1) Art Gallery 2) Sung-Ken Shiao (China) 3) East & West Gallery
- 509 1) Research Institute 2) Walter Bangerter (Switzerland)
- 510 1) Handicrafts 2) Martin Diethelm (Italy) 3) Ente sviluppo artigianato
- 511 2) Hans Hartmann (Switzerland) 3) ESA Marking Assoc. of the Swiss Motor Trade
- 512 1) Imported Goods Merchant 2) Masayoshi Nakajo (Japan)
- 513 1) Airline 2) Otto H. Treumann (USA) 3) El Al Israel Airlines
- 514 1) Macaroni Maker 2) Morton Goldsholl Design Assoc. (USA) 3) Foulds Co.
- 515 1) Cosmetics 2) Schwarts/Wassyng Inc. (USA) 3) Faberge
- 516 1) Industrial Designer 2) Ron Ford (Great Britain) 3) Trevor Fioré (Paris)
- 517 1) Ski Center 2) Adolf Flückiger (Switzerland) 3) First Ski Center (Grindelwald)
- 518 2) Herb Lubalin (USA) 3) Finchi-Pruyn Company
- 519 1) Golf Links 2) Tsuzuyoshi Asadsa (Japan) 3) Fuji Golf
- 520 1) Film Company
- 521 1) Printing Company 2) Anton Stankowski (Germany) 3) J. Fink Printing Co.
- 522 1) Broadcasting 2) Kurt Stadelmann+Hanspeter Bisig (Switzerland) 3) Telefusior AG
- 523 1) Industry Products 2) Tomas Vellve (Spain)
- 524 1) Plastics Processing Manufacturer 2) Felix Beltrán (Cuba) 3) Fábrica de Plasticos
- 525 1) Design Studio 3) Fiedler
- 526 1) Design School 3) Fujikawa Design School
- 527 1) Social Club 2) A. Paez Torres (Argentina) 3) Fundacion Empresaizia
- 528 1) Restaurant and Retail Food Chain 3) Fujiya
- 529 1) Industrial Arts Association 3) Ortsgruppe Bern
- 530 1) Printing Company 2) Richard Hess (USA) 3) Franklin Typographers.
- 531 1) Ceramic Tile Manufacturer 2) Minale, Tattersfield, Provinciali Ltd. (Great Britain) 3) Fratelli Faver (Italy)
- 532 1) Architecture 2) Peter Andermatt (Switzerland)
- 533 1) Furniture Manufacturer 2) Crosby/Fletcher/Forbes (Great Britain) 3) Formation Furniture
- 534 1) Precision Tools 2) Paul Daniel Buscher (Germany) 3) Karl Franken, Hilden/Rheinland
- 535 1) Broadcasting 2) K. Stadelmann & H. Bisig (Switzerland) 3) Franz Fässler
- 536 1) Book Store 2) Robert Geisser (Switzerland) 3) Buchhandlung Felix Hungerbühler

- 537 1) Clockmakers Association 2) Gerstner, Gredinger+Kutter (Switzerland) 3) Fédération Horlogère (Bienné)
- 538 1) Bank 2) Benson Crane (USA) 3) Frank James Bank
- 539 1) Trade Fair 3) Internationale Frankfurter Messe
- 540 2) Mimmo Castellano (Italy) 3) Ferrante Petroli
- 541 1) Machine Manufacturer 2) Albert Ruegg (Switzerland)
- 542 1) Bank 2) Frank Gianninoto & Assoc. (USA) 3) Citizens Fidelity Bank & Trust Company (Kentucky)
- 543 1) Insurance 2) Helmuth Kurtz (Switzerland)
- 544 1) Film Production 2) Ludvik Feller (Czechoslovakia) 3) Barandov Film Studio
- 545 1) Film Production 2) Ernst Barerscher (Canada) 3) Crawley Films Ltd.
- 546 1) Photographer 2) Jaska Hänninen (Finland) 3) Boris Fehrmann
- 547 1) Film Production 2) Joe Coroff+Promotion Design Associates (USA) 3) Film Projects Inc.
- 548 2) G. Biilmann Petersen (Denmark) 3) Faellestoreninger for Denmark Brugstoreningen
- 549 1) Conference Symbol 2) Crosby/Fletcher/Forbes (Great Britain) 3) Galvanizing Association
- 550 1) Design Studio 2) Pier Vico Cortesi (Italy) 3) Arti Grafiche Fantoni
- 551 1) Fiber Manufacturer 2) Kasimierz Maliszewski (Poland) 3) Fresco
- 552 1) Film Library 2) Hermann Eidenbenz
- 553 2) Walter Landmann (Germany) 3) Project
- 554 1) Film Production 2) Everett S. Aison (USA) 3) Film Pathways Inc.
- 555 2) Yasaburo Kuwayama (Japan) 3) Fresh Mart Sato
- 556 1) Private Symbol 2) Kyuyo Kazino (Japan) 1965 3) Junji Furukawa
- 557 1) Photolithography Company 3) Fotolito Riproduzioni Artistiche Milanese Milano
- 558 1) Restaurant 2) Jürg Hamburger (Switzerland) 3) Flughafen-Restaurants Zürich
- 559 2) Ludwig Winter
- 560 1) Furniture Manufacturer 2) Wim Crouvel (Netherlands) 3) Fristho
- 561 1) Confectioner 2) Kenzi Ito (Japan) 1966 3) Furuya Seika Co., Ltd.
- 562 2) Fritz Klien (Germany)
- 563 1) Film Production 2) Sontag Bottoni Design (USA) 3) Robert Fries Film Productions
- 564 1) Wholesale Paper Merchant 3) Feldmann Dutil+Co Zürich
- 565 1) Packaging Manufacturer 2) Dickens Design Group (USA) 3) Finn Industries (Chicago)
- 566 1) Design Studio 2) George Tscherny (USA) 3) Photo Graphics
- 567 1) Bank 2) Jacques Richez (Belgium) 3) Société Générale de Banque
- 568 1) "Good Design" Mark 2) Yusaku Kamekura (Japan) 1959 3) Ministry of International Trade & Industry (Japan)
- 569 1) Automobile Repair School 3) Gunma Automobile Repair Equipment School
- 570 1) Home Construction Company 2) Do Weller (USA) 3) Grant Corp.
- 571 1) Pharmaceuticals 2) Toshihiro Katayama (Japan) 3) J.R.Geigy
- 572 1) Construction Company 2) Donald H. Sparkman, Jr. (USA) 1970 3) Glen Construction Co.
- 573 1) Pharmaceuticals 2) Makoto Ito (Japan) 1966 3) Grelan Pharmaceutical Co.
- 574 1) Roadbuilding Company 2) Josefina Fellmer (Germany) 3) Giesecke
- 575 1) Fireproofing 2) Chermayeff & Geismar Associates (USA) 3) The General Fireproofing Co.
- 576 2) Giovanni Brunazzi (Italy) 3) Carosserieban Ghia
- 577 1) Printing Company 2) Hans Knöpfli (Switzerland) 3) Gubler AG
- 578 1) Bank 2) Emil O. Biemann (USA) 3) Girard Bank
- 579 1) Furniture Manufacturer 2) Carl B. Graf (Switzerland) 3) Gisberger AG
- 580 1) Advertising Consultant 3) Gerber
- 581 1) Supermarket 2) Claude-Henri Saunier (France) 1971 3) Gaster Supermarket
- 582 1) Printing Company 3) Gravor Sa
- 583 1) Printing Company 2) Felix Beltran (Cuba) 1965 3) Grafico Impresor
- 584 1) Chemicals 3) Gurit AG
- 585-8 1) Pharmaceuticals 2) Toshihiro Katayama (Japan) 3) J.R.Geigy (Switzerland)
- 589 1) Clothing Manufacturer 2) Julian Swift+Dolphin Design Assoc. (Great Britain) 3) Grantham Rainwear Ltd.
- 590 1) Gas Company 2) Kenichi Yoshioka (Japan) 3) Project
- 591 1) Water Supply and Gas Equipment 2) Klaus Winterhäger (Germany) 3) Baumgarten Co.
- 592 1) Chemical Water Conditioning 2) Heinz Grundwald (Australia) 3) Gibson Kelite Chemical Ltd.
- 593 1) Designers Association 2) Robert Carbonnelle (Belgium) 3) Chambre Belge des Graphistes
- 594 1) Oil Company 2) Jitsuo Hoashi (USA) 3) Project (Gilbarco)
- 595 2) Toshio Ito (Japan) 3) Gifu Furniture Co-operative Association
- 596 1) Telephone Company 2) Emile O. Biemann (USA) 3) General Telephone+Electronics NYC
- 597 1) Electrical Appliances Manufacturers 3) General Electric Co.
- 598 1) Printing Machinery 2) Walter Bonani (Switzerland) 3) Graphicart
- 599 1) Cognac Maker 2) Christine & Ingo Friel (Germany) 3) Edeca
- 600 1) Ammunition 2) Bernard Nagler (USA) 3) Garrett Ammunition Co.
- 601 1) Winter Sports Festival 2) Hans Hartmann (Switzerland) 3) Jahre Wintersports Grindelwald
- 602 1) Pharmaceuticals 2) Jörg Hamburger (Switzerland) 3) J.R. Geigy
- 603 1) Plywood 2) Sandgren & Murtha, Inc. (USA) 3) U.S. Plywood
- 604 1) Oil Company 2) Jitsuo Hoashi (USA) 3) Gilbarco
- 605 1) Sports Equipment 2) Otto Krämer (Switzerland)

- 3) Gruber-Sport (Pontresina)
- 606 2) Adrian Cornford (Switzerland) 3) Kunstgewerbeschule Basel
- 607 2) Frank Vigliotti (Switzerland) 3) Kunstgewerbeschule Basel
- 608 2) Peter Miller (Switzerland) 3) Kunstgewerbeschule Basel
- 609 2) F.H.K.Henrion (Great Britain) 3) National Giro
- 610 1) Poultry Industry 2) Randall R. Roth (USA) 3) Poultry Guild Inc.
- 611 1) Art Galley 2) Masayoshi Nakajo (Japan)
- 612 1) Display Design Company 2) Masayoshi Nakajo (Japan)
- 613 1) Printing Company 2) Wan-Chung Kuo (China) 3) Giant Press Enterprises Co.
- 614 1) Laboratory 2) Yusaku Kamekura (Japan) 3) Gendai Geijutsu Kenkyu-sho
- 615 1) Glass Container Manufacturer 2) R.A. Hetze (Germany) 3) Gunsch
- 616 1) Photographic Studio 3) Giraudon (Paris)
- 617 1) Spinning Company 2) Kiyoshi Kawahara (Japan) 1967 3) Ski Keito Ginreikai
- 618 1) Film Production 2) Fred Miwa (USA) 3) Gary Goldsmith Films
- 619 1) Spinning & Weaving Company 2) Eckstein-Stone, Inc. (USA) 3) H. & K. Gross
- 620 2) Josef Autherid (Austria)
- 621 1) Canned Foods Company 2) Leen M. Averink (France) 3) Graciet
- 622 1) Guitar Association 2) Yasaburo Kuwayama (Japan) 3) Project (Japan Guitar Association)
- 623 1) Automobile Sales 2) Jun Tabohashi (Japan) 3) Prince Motor Sales Co., Ltd.
- 624 1) Gardening 2) Eranz Fässler (Switzerland) 3) Georges Boesch
- 625 1) Golf Equipment Company 2) David B. Gray+Pierre Kley Kamp Design Association (USA)
- 626 1) Brewing Company 2) Jacques Richez (Belgium) 3) Brewery G. B.
- 627 2) Hansruedi Widmer+Devico+Gesellschaftfür Industrial Design (Switzerland) 3) Gugelmann & Cie AG
- 628 1) Nightclub 2) Gilles Fiszman (Belgium) 3) Golden Gate
- 629 1) Pharmaceuticals 2) Jörg Hamburger (Switzerland) 3) J.R. Geigy
- 630 1) Copper Manufacturer 2) F. Stapel (Denmark)
- 631 2) Herb Lubalin (USA) 3) Gerry Gersten
- 632 1) Church Group 2) Adrian Frutiger (France) 3) Evangelische Gesellschaft Bern
- 633 1) Publisher 2) Arnold Saks+James S. Ward (USA)
- 634 1) Publisher 2) Jacques Nathan-Garamond (France) 3) Garamond
- 635 1) Paper and Lumber 3) Georgia-Pacific
- 636 1) Electrical Appliances Manufacturer 2) Rose-Marie Joray (Switzerland) 3) Gottfried Pfenninger
- 637 1) "Food Package" Certification Mark
- 638 1) Shirt Maker 2) Lee Mason (Australia) 3) Glo-Weave Shirts
- 639 1) Pharmaceuticals 2) Armin Hofmann (Switzerland)
- 3) J.R. Geigy
- 640 1) Fish Processing 2) Jacques Richez (Belgium) 3) Conserveries Globus
- 641 1) 2) 3) (Data not available)
- 642 1) Hotel 2) Taijiro Nakayama+Hiroharu Oda (Japan) 1970 3) Green Hotel
- 643 1) Music Festival 2) Arnold Schwartzman (Great Britain) 3) Pop Music Festival
- 644 1) Shopping Center 2) Hans Hartmann (Switzerland) 3) Gabelbach
- 645 1) Signpainter 2) Roger-Virgile Geiser (Switzerland) 3) Georges Streiff
- 646 1) Architect's Signet 2) Ernst Roch (Canada) 3) George F. Eber
- 647 1) Publisher 2) Jacques Nathan-Garamond (France) 3) Les Créations Graphiques
- 648 2) Ablam Garmes (Great Britain) 3) Guest Kenn & Mettlefolds Ltd.
- 649 2) Erik Ellegard Frederiksen (Denmark) 3) SiG
- 650 1) Neon-sign Tube Maker 2) Pierre Gauchat (Switzerland)
- 651 2) Théodore Stamatakis (Greece)
- 652 1) Golf Course 3) Green Valley
- 653 1) Furniture Manufacturer 2) James D. Gilbert (USA) 3) Glenn of California
- 654 1) Tea Growers 2) Osamu Akiyoshi (Japan) 1970 3) Green Mates
- 655 1) University 2) Ralph Coburn (USA) 3) Massachusetts Institute of Technology
- 656 1) Airline 3) Hawaiian Airlines
- 657 1) Hotel 2) Henry Steiner (Hong Kong) 3) Hyatt Hotel
- 658 1) Clock Maker 2) Irving Haper+George Nelson & Co., Inc. (USA) 3) Howard Miller Clock Co.
- 659 1) Sugar Refiner 2) John R. Rieben (USA) 1971 3) Huletts Ltd.
- 660 2) Goetz Neucke (Germany)
- 661 1) Cement Manufacturer 2) Tom Lee (USA) 3) Hawaiian Cement Corp.
- 662 1) Real Estate Development 2) Walter Landor Associates (USA) 3) The Hodge Companies, Inc.
- 663 2) Sontag Bottoni Design (USA) 3) James O. Held & Co.
- 664 1) Hairdressers Supply Company 2) Richard Geiger, Signa Limited (Irish Republic) 3) Hairdressing Supplies Ltd.
- 665 2) David L. Burke (USA) 3) Hershey Corporation
- 666 2) John R. Rieben (USA) 1971 3) Hortors Ltd.
- 667 2) K. Sieth (Germany)
- 668 1) Art-Museum 2) Hiromu Hara (Japan) 3) Sankei Newspaper Co.
- 669 1) Construction Company 2) Martii A. Mykkänen (Finland) 3) Jalo Haapala & Co.
- 670 1) Road Sign 2) Hans Weckerle (Germany)
- 671 1) Construction Company 2) Marcel Wyss (Switzerland) 3) Hess
- 672 1) Pharmaceuticals 2) Toshihiro Katayama (Japan) 3) Geigy (Switzerland)
- 673 1) Shopping Center 2) Ernst Roch (Canada) 3) Halifax

- Shopping Center
- 674 1) Bus Company 2) Ian Valentine (Canada) 3) Halifax Transit
- 675 1) Road Marking Lines Contractor 2) Yoshihiro Yoshida (Japan) 1970 3) Higashi Nippon Liner Co., Ltd.
- 676 1) Publisher 2) Adrian Frutiger (France) 3) Editions Herman
- 677 1) Travel Bureau 2) Jerry Berman (USA) 3) Holiday Tours
- 678 1) Restaurant 3) Hilton Hawaiian Village
- 679 2) Hy Farber (USA) 3) Herman Ohme Associates
- 680 1) Clock Manufacturer 3) Hamilton Ricoh
- 681 1) Furniture Manufacturer 2) Irving Harper+George Nelson & Co., Inc. (USA) 3) Herman Miller Inc.
- 682 1) Furniture Manufacturer 2) Gerstner, Gredinger+Kutter (Switzerland) 3) Christian Holzapfel, Ebhausen (Germany)
- 683 1) Lumber Treatment Company 2) Walter Bosshardt (Switzerland)
- 684 1) Mail-order Company 2) Hans Hurter (Switzerland) 3) Huvag
- 685 1) Paper Sales 2) Crosby/Fletcher/Forbes (Great Britain) 3) Holmen Paper Sales Ltd.
- 686 1) Hotel 2) Takeshi Otaka (Japan) 3) Hiroshima Central Plaza Hotel
- 687 1) Amusement Machines 2) Jerry Braude (USA) 3) Huntley Gaming Company
- 688 1) Department Store 2) Theo Dimson (Canada) 3) Harridge's
- 689 1) Private Symbol 2)3) Gan Hosoya (Japan) 1970
- 690 1) Rope Maker 2) Ernst Roch (Canada) 3) Haas
- 691 1) Clock Manufacturer 2) Paul Rand (USA) 3) Helbros Watch Co.
- 692 1) Road Construction 2) Otto Krämer (Switzerland) 3) Hüppi AG
- 693 1) Chair Manufacturer 2) Lilly Fritz (Canada)
- 694 1) Synthetic Fibers 3) Teijin Ltd.
- 695 1) Electronic Equipment 2) Dickens Design Group (USA) 3) The Hallicrafter Co. (Chicago)
- 696 1) Home Appliances 3) Hitachi Ltd. (Japan)
- 697 1) Warehousing & Forwarding 2) Robert Pease (USA) 3) Haslett Warehouse & Transportation Co.
- 698 1) Paper Manufacturer 2) Crosby/Fletcher/Forbes (Great Britain) 3) Percy Haynes & Co.
- 699 1) Watches 2) Adrian Frutiger (France) 3) Henowatch
- 700 1) Aircraft Manufacturer 2) Marcello Minale+Brian Tattersfield (Great Britain) 3) Hawker Siddeley Ltd.
- 701 1) Publisher 2) Paul Rand (USA) 3) Harcourt Brace & World, Inc.
- 702 1) Food Industry 2) Armin Müller (Switzerland) 3) Haco
- 703 1) Building Material Company 2) Jacques Nathan-Garamond (France) 3) Elie Harver
- 704 1) Steel Construction 2) Anton Stankowski (Germany) 3) Friedrich Heyking Steel Building Co.
- 705 1) City Emblem 2) Anton Stankowski (Germany) 3) City of Hamburg
- 706 1) Timber Industry 2) Hansruedi Scheller (Switzerland)
- 707 1) City Emblem 2) Uli Schierle (Germany) 3) City of Hamburg
- 708 1) Hotel 2) Henry Steiner (Hong Kong) 3) Hilton Hotel
- 709 1) Hotel 2) Henry Steiner (Hong Kong) 3) Hong Kong Hotel
- 710 1) Furniture Manufacturer 2) Marcel Wyss (Switzerland) 3) Häberli
- 711 1) Organization for Interracial Harmony 2) Herb Jackson (USA) 3) House of Harambee
- 712 1) Hotel 3) Tel Aviv Hilton (Hawaii)
- 713 1) Public Relations Agency 2) Howard York (USA) 3) Project (Hill+Knowlton Public Relations)
- 714 1) Bank 2) Chermayeff & Geismar Assoc. (USA) 3) Manufacturers Hanover Trust
- 715 1) Rolling Stock Maker 2) Anton Stankowski 3) Heinrich Blickle
- 716 2) Marcel Wyss (Switzerland) 3) Siedlung Halen
- 717 1) Company Making 3-D Initials for Display Signs 2) Richard Hess (USA) 3) Firm-Initials H-W
- 718 1) Food Industry 2) Saul Bass & Assoc. (USA) 3) Hunt-Wesson Foods
- 719 1) Design Studio 2) Roger-Virgile Geiser (Switzerland) 3) Arts Graphiques Heliogra SA
- 720 1) Manufacturer 2) Emil O. Biemann (USA) 3) Hart Mfg.
- 721 2) Heinrich Steding (Germany)
- 722 1) Silk-reeling Manufacturer 2) Donald Brun (Switzerland)
- 723 1) Bakery 2) Morton Goldsholl Design Assoc. (USA) 3) Holiday Delight Co.
- 724 1) Sound System Equipment 2) Jacques Nathan Garamond (France) 3) Hi-Fac (Paris)
- 725 1) Light Bulb Maker 2) Joseph Binder (Germany)
- 726 1) College 2) Carl Regehr (USA) 3) William Rainey Harper College
- 727 1) Publisher 2) Chermayeff & Geismar Assoc. (USA) 3) Harcourt Brace Jovanovich
- 728 1) Stone and Cement Company 2) Jorgen Johansen (Denmark) 3) Henriksen & Henriksen
- 729 1) Trading Company 2) Walter Diethelm (Switzerland) 3) H. Haeusler & Co.
- 730 2) P. Montagnini (Italy) 1970 3) HfH (Switzerland)
- 731 1) Color Film Laboratory 2) Saul Bass (USA)
- 732 2) Hansruedi Widmer+Devico+Gesellschaft für Industrial Design (Switzerland) 3) Heberlein Holging AG
- 733 1) Trading Company 2) Aldo Novarese (Italy) 3) Ditta Commerciale
- 734 2) Timo Sarpanewa (Finland) 3) Karkula Iittala
- 735 1) Industrial Trading Company 2) Ikko Tanaka (Japan) 3) Iwatani Sangyo Co.
- 736 1) Illustrators' Association 2) Makoto Wasa (Japan) 3) Tokyo Illustrations Club
- 737 1) Paper Company 2) James Cross (USA) 3) Ingram Paper Co.
- 738 1) Iron Metallurgy Laboratories 2) Anton Metchknev (Bulgaria) 3) Iron Metallurgy Institute
- 739 1) Machinery Maker 2) Milo Schraner (Switzerland) 3) Ed. Ifanger

- 740 2) Adrian Frutiger (France) 1970
- 741 1) Airline 2) Benoy Sarkal (India) 3) Air India
- 742 1) Symbol for Books 2) Willim Hendrik Crouwel (Netherland) 3) Hatie Verlag (Stuttgart)
- 743 2) Don Shanosky+Roger Cook (USA) 3) Intracolor Corp.
- 744 1) Consulting Firm 3) Inco International Consultants
- 745 1) Industrial Design Association 3) National Design Institute
- 746 1) Brewing Company 2) Joseph Binder (Germany)
- 747 1) Commercial Vehicles and Farm Equipment Maker 2) Raymond Loewy/William Snaith, Inc. (USA) 3) International Harvester
- 748 1) Show Signs 3) IMPRINTA'70 (Düsseldorf)
- 749 2) CBS Milano (Italy)
- 750 1) Fashion Shop 2) Ryohei Kojima (Japan) 3) Fashion IN
- 751 1) Art Gallery 2) Daniele Baroni (Italy) 1970 3) Galleria L'Incontro
- 752 1) Trading Company 2) Koodin Lapow Association 3) I. Rokeach & Sons
- 753 2) Alex Walker
- 754 1) Building Maintenance Service 2) James D. Gilbert (USA) 3) Investors Group Ltd.
- 755 2) Richard Wickstrom (USA) 1971
- 756 1) Computer Company 2) Paul Rand (USA) 3) IBM
- 757 2) Ken Parkhurst (USA) 3) Institute of Defense Analysis
- 758 1) Distillery 2) Ronald Armstrong+Design Research Unit (Great Britain) 3) International Distillers and Vintners, Ltd.
- 759 1) Film Production 2) H.R.Albitz (Germany)
- 760 1) Publisher 3) IMPRESA Generale Pubblicita S.P.A
- 761 1) School 2) Gerd Leufert (Venezuela) 3) Institute of Industrial Design (Caracas)
- 762 1) Interior Design 2) Primo Angeri (USA) 3) Illumination Industries, Inc.
- 763 2) Kohei Miura (Japan) 3) IGI Industry Co., Ltd.
- 764 1) Engineering 2) Larry Klein (USA) 3) Illinois Engineering Company
- 765 1) Chemicals 2) Morton Goldsholl Design Assoc. (USA) 3) International Minerals & Chemicals Corp.
- 766 1) Investment Firm 2) Larry Klein (USA) 3) International Overseas Service
- 767 1) Scientific Laboratories 2) Crosby/Fletcher/Forbes (Great Britain) 3) International Scientific Systems Ltd.
- 768 1) Travel Bureau 2) Cecco Re (Italy) 3) Impresi Turistiche Barziesi
- 769 1) Communications Company 3) ITT Corporation
- 770 1) Computer Service 2) Walter Landmanh (Germany) 3) Integrierte Datenverarbeitung Rueping KG
- 771 1) Shirt Maker 2) Hiroyuki Miyazaki (Japan) 1970 3) Ideal Shirts Co.
- 772 1) Graphic Center 3) IGAP
- 773 1) Institute for Economic Development and Technical Progress 2) Mimmo Castellano (Italy) 3) ISVET
- 774 1) Exhibitions 2) Kenneth Hollick (Great Britain) 3) John Edginton
- 775 2) Yoichi Maeno (Japan) 1970 3) Joko Co., Ltd.
- 776 1) Men's Fashions 2) Otto Krämer (Switzerland) 3) J'Herrenmode
- 777 1) Printing Company 2) Otto H. Treumann (USA) 3) De Jong Printing Co.
- 778 1) Boat Manufacturer 2) Hans Knöpfli (Switzerland) 3) Jack Beck
- 779 1) Apartment Houses 3) Julliard & Bolliger
- 780 1) Color Association 2) Hiroshi Ohchi (Japan) 3) Japan Color Association
- 781 1) Construction Company 2) F. Bas (Spain) 1965 3) J Cos-Construcciones
- 782 1) Cement Manufacturer 2) Paul Bühlmann (Switzerland) 3) Juracime
- 783 3) Josef Grabner
- 784 2) Roger-Virgile Geiser (Switzerland)
- 785 1) Textile Dyeing 2) Adrian Frutiger (France) 3) Jacqueline Iribe
- 786 1) Music Association 2) Roger-Virgile Geiser (Switzerland) 3) Jeunesses Musicales de Lausanne
- 787 3) Jos Neve NV.
- 788 2) Douglas Carr+Tilds & Cautz Advertising (USA) 3) Jorge R.
- 789 1) Printing Company 2) Motonari Oda (Japan) 1968 3) Jiji Shouken
- 790 1) Paper Manufacturer 2) Katsunori Oda (Japan) 1970 3) Jujo Paper Manufacturing Co.
- 791 1) Symbol for Record Series 2) Cecco Re (Italy) 3) Collana Discografica IBC.
- 792 1) Photographers Association 2) Yusaku Kamekura (Japan) 3) Japan Photographers Society
- 793 1) Machinery Manufacturer 2) Carlo Vivarelli (Switzerland) 3) JWS
- 794 1) Airline Association 2) Takashi Kono (Japan) 3) Japan Air Association
- 795 1) Kierulff Electronics 2) Saul Bass & Assoc.(USA) 3) Ducomman
- 796 1) Construction Company 3) Kuhn and Drake
- 797 1) Chemical Fiber Manufacturer 2) Yoshitaka Ishida (Japan) 1959
- 798 1) Shoe Manufacturer 2) Chermayeff & Geismar Assoc. (USA) 3) Knapp Shoe Co.
- 799 1) Cardboard Manufacturer 2) Dr. Hahn (Germany)
- 800 1) Garage Equipment Manufacturer 2) Crosby/Fletcher/Forbes (Great Britain) 3) Kismet
- 801 1) Furniture and Textiles 3) Knoll International
- 802 1) Publisher 3) Verlag Droemer-Knaur
- 803 1) Consumer Product 2) Sandgren & Mortha, Inc. (USA) 3) Kraftco Corporation
- 804 1) Art Society 2) Erich Buchegger (Austria)
- 805 1) Plastics Manufacturer 2) Hans Hurter (Switzerland) 3) Kunstoff AG. (Reiden-Lucerne)
- 806 1) Eyeglasses Store 3) Kinpodo (Tokyo)
- 807 2) Sumio Hasegawa (Japan) 1970 3) Griffon K
- 808 1) Electrical Equipment 2) Akihisa Yoshida+Humio Hirai (Japan) 3) Kimitsu Denki Co., Ltd.
- 809 1) Institute for Rhythmic Training 2) Peter Riefenstahl (Germany) 3) Institute Konrad (Braunschweig)
- 810 1) Hotel 2) Kazumasa Hagai (Japan) 1970 3) Kirishima Kokusai Kanko Hotel
- 811 1) Confectioner 2) Tetsuo Katayama (Japan) 1969 3) Kotobuki Hongo
- 812 1) Cosmetics 2) Haruyo Tahira (Japan) 1955
- 813 1) Advertising Consultant 2) Michael Freisager

- (Switzerland) 3) Rolf Koller (Zürich)
- 814 1) Publisher 2) Yasaburo Kuwayama (Japan) 1972
3) Project (Kashiwa Shobo)
- 815 3) Kurosawa Tsushinkogyo
- 816 1) Silk Manufacturer 2) Stephan Kantscheff (Bulgaria)
3) Koprina
- 817 2) Ed Lukas (USA) 3) Kinney Service Co.
- 818 1) Cable Television 2) Glen Arnold (USA) 1971
3) Keeble Cable Television Ltd.
- 819 2) Jost Hochueli (Switzerland) 3) Knestl
- 820 1) Textile Display Center 2) Robert Sessler (Germany)
3) Kemmerling Textilhaus
- 821 1) Type Foundry 2) Yoshimori Nakao (Japan)
3) Kawamoto Seibunsha
- 822 1) Personal Accessories 2) Rene Schmid+Brund Kūmin
(Switzerland) 3) Georg Keck & Cie
- 823 1) Plastics Exhibition 2) Jupp Ernst (Germany)
- 824 1) Waterproof Shoes 2) Sotir Sotirov (Bulgaria)
3) KD
- 825 1) Construction Company 2) Hansruedi Scheller
(Switzerland) 3) Kopp
- 826 2) Roy Brenner (USA) 3) Kinkead Industries
- 827 1) Design Studio 2) Eisuke Kawahara+Mirodiko Kawahara
(Japan) 1965 3) Kawahara Advertisement Institute
- 828 1) Publisher 2) Yasaburo Kuwayama (Japan) 1972
3) Project (Kashiwa Shobo)
- 829 1) Department Store 2) Taijiro Nakayama (Japan) 1965
3) Isetan Department Store
- 830 1) Paper Products 2) Dickens Design Group (USA)
3) Kimberly-Clark Corp.
- 831 1) Road Construction 2) Kazumasa Nagai (Japan)
3) Kokusai Road Construction Corp.
- 832 1) Surveying Instruments 2) Lucian Bernhard (Germany)
- 833 1) Fiber Manufacturer 2) Anton Stankowski (Germany)
Kornhaus
- 834 1) Acoustical Consultant 2) Ron Ford (Great Britain)
3) Kenneth Harris
- 835 1) Advertising Agency 3) Kurt Huber
- 836 1) Printing Company 2) Robert R. Overby (USA)
3) Kellaway-Ide Co.
- 837 3) Drukkerij a Knijnenberg NV.
- 838 1) Craft Designs 2) Louis le Broquy+D. Litt (Ireland)
3) Kilkenny Design Workshops
- 839 1) Contemporary Furniture 2) Porter, Goodman &
Cheatham (USA) 3) Kasprians
- 840 1) Design Studio 2) Susumu Kitahara (Japan) 1971
3) K.I.D. Associates
- 841 1) Business Machines Maker 3) Okamura Mfg.
- 842 1) Workers' Music Association 2) Kazumasa Nagai
(Japan) 1964 3) Kobe Kinrosha Ongaku Kyogikai
- 843 1) Industrial Furnace Materials 2) Yasaburo Kuwayama
(Japan) 3) Kanto Rozai
- 844 1) Publisher 2) Yasaburo Kuwayama (Japan) 1972
3) Kashiwa Shobo
- 845 1) Hat Manufacturer 2) Hajime Miyamoto (Japan) 1970
3) Kurihara Hat Making Co., Ltd.
- 846 1) Envelope Manufacturer 2) Morton Goldsholl (USA)
3) Karolton Envelope Division
- 847 3) Klausfelder
- 848 1) Whisky Brewing 2) Heiner Zinkgraf (Germany)
- 849 2) Katsuo Yamauchi+Eiko Yamauchi (Japan) 1970
3) Unix
- 850 1) Camera Club 2) Yusaku Kamekura (Japan)
- 851 1) Tourist Agency 2) Yoshinobu Okitsu (Japan) 1970
3) Kinki Nippon Tourist
- 852 2) Karlheinz Schilinger (Germany) 3) Kunstanstalt
Krugmann Fürth
- 853 1) Airline 2) F.H.K. Henrion (Great Britain) 3) KLM
- 854 1) Symbol for Kiel Week 2) Joseph Binder (Germany)
- 855 1) Zoo 2) Steve Holler (USA) 1969 3) Project (Kansas
City Zoo)
- 856 1) Manufacturer of Photographic Reflecting Mirrors
2) James Cross (USA) 3) Larsen Enterprises
- 857 1) Furniture Factory 2) Luigi Montaini+Till Neuburg
(Italy) 3) Linea
- 858 1) Management Consultant 2) Robert Schlesinger+
Appelbaum & Curtis (USA) 3) Lloyd
- 859 1) Steel Manufacturer 2) Morton Goldsholl Design
Assoc. (USA) 3) Lasalle Steel Co.
- 860 1) Building Company 2) Helmut Schmidt-Rhen (Germany)
3) Project (Lenz architekten+Ingenieure)
- 861 1) Cosmetics 2) Ashley Havindern (Great Britain) 3) Liberty
- 862 2) Anton Stankowski (Germany) 3) Stuttgart Land
Industry Office
- 863 1) Food Company 2) Saul Bass & Assoc. (USA)
3) Lawry's Foods Inc.
- 864 1) Typeface Designer 2) Alan Pecolick (USA)
3) Letter Forms Co.
- 865 1) Seasoning Maker 2) Erich Unger (Germany)
3) Ludwig & Co.
- 866 1) Maker of Ventilators 2) Anton Stankowsky (Germany)
3) Lufttechnische Gesellschaft
- 867 1) Exhibition Symbol 2) Kurt Wirt (Switzerland)
3) Swiss National Exhibition 1964
- 868 1) Public Relations Agency 2) Veronique Vareilles
(France) 3) Liason Agency
- 869 1) Publishing Company 2) Push Pin Studios, Inc. (USA)
3) Little, Brown & Co.
- 870 1) Shirt Laundry 2) Danilo Nubioli (Italy)
3) Manifattura Camicie Lavatelli
- 871 1) Urban Planning Consultants 2) Peter Bradford
(USA) 3) Lucas and Edwards
- 872 1) Private Symbol 2) Felix Beltran (Cuba) 3) Lassy
and Felix Beltran
- 873 1) Printing Company 2) Walter Bosshardt (Switzerland)
- 874 1) Design Studio 3) Onda Studios
- 875 1) Hotel 2) Rudolf Bircher (Switzerland) 3) Hotel
Limmathaus
- 876 1) Lumber Company 2) E. J. Morrison+Rudy Eswarin
(Canada) 3) Laidlaw Lumber Co.
- 877 2) Will Burtin (USA) 3) Lincocin de Upjohn Company
- 878 1) Building Materials 2) Appelbaum & Curtis (USA)
3) Lime Waterproofing Inc.
- 879 1) Rug Manufacturer 2) Enrico Trabacchi (Italy)
3) Lanificio di Milano
- 880 1) Printing Company 3) Leonardi Offset Reproduktionen

- 881 1) Design Studio 2) Makoto Wada (Japan) 3) Light
Publicity
- 882 1) Computers 2) Lester Beall, Inc. (USA)
3) Bunker-Ramo Corp.
- 883 1) Steel Mill 2) Luigi Montaini+Till Neuburg
(Italy) 3) Siai Lerici
- 884 1) Construction Company 2) Robert Geisser (Switzer-
land) 3) Schreger Berger
- 885 1) Textile Manufacturer 2) Jürg Hamburger (Switzer-
land) 3) Legler Textil
- 886 1) Publisher 2) Hans-Werner Klein (Germany) 3) Leske
- 887 1) Electrical Equipment Maker 2) Peter Schaufelberger
(Switzerland) 3) Lüscher
- 888 1) Insurance 2) Gustavo Balcells (Argentina) 3) La
Mercantil Rosarina
- 889 1) Maker of Ventilators 2) Anton Stankowsky (Germany)
3) Lufttechnische Gesellschaft
- 890 1) Design Studio 2) Herb Lubalin (USA) 3) Lubalin,
Smith, Carnase, Inc.
- 891 1) Communications 2) Ian Bradbery (Great Britain)
3) System Three Ltd
- 892 1) Architect and Urban Planner 2) Daniel Maurel
(France) 3) Roger Lefebvre
- 893 1) Pharmaceuticals 2) Adrian Frutiger (France)
3) Laboratories Peloille
- 894 1) Tea Room 2) Frank (Switzerland) 3) Tea Room Life
- 895 1) Civic Center 2) The Whiz Kids (USA) 3) Lower
Grassy Civic Center
- 896 1) Metals 2) Otto Brunner (Germany)
3) Armaturenfabrik und Metallgiesserei
- 897 1) Central Heating 2) Marcel Wyss (Switzerland)
3) J. Hunziker
- 898 1) Advertising Agency 2) Romulo Maccio (Argentina)
3) Medium Publicidad
- 899 1) Electronics Industry 2) Lester Beall, Inc. (USA)
3) Martin Marietta Corp
- 900 1) Electrical Appliances Company 2) Morton Goldsholl
(USA) 3) Motorola
- 901 1) Insurance Companies 2) Sandgreen & Murtha, Inc.
(USA) 3) The Macarthur Group
- 902 1) Air Conditioning 2) Charles MacMurray, Latham
Tyler Jansen Inc. (USA) 3) Modine Manufacturing
Company
- 903 1) Drugstore Chain 2) Rolf Harder (Canada)
3) Pharmacie Moderne
- 904 1) Manufacturers of Line Composing Matrices 2) Chur-
chill/Holmes/Kitley (Great Britain) 3) Matrotype
Limited
- 905 1) Bank 2) Hans Kleefeld (Canada) 3) Bank of Montreal
- 906 1) Spinning and Weaving 2) Paul Bühlmann (Switzerland)
3) R.Müller
- 907 1) Confectioner 2) Hans Knöpfli (Switzerland) 3) Meyer
- 908 1) Clothing 2) Anton Stankowski (Germany) 3) Kessler
& Matches Clothing Co.
- 909 1) Technical School 2) Hermann Virl (Germany)
3) Meisterschule für Deutschlands Buchdrucker
Deutschland
- 910 1) Music School 2) Appelbaum & Curtis Inc. (USA)
1970 3) Manhattan Music School
- 911 1) Automobile Maker 2) Hiroshi Otomo (Japan) 1958
3) Toyo Kogyo
- 912 1) Chemicals 2) Hiroshi Otomo (Japan) 1963
3) Mikuni Chemistry Co.
- 913 2) Lester Beall (USA) 3) The Mite Corp.
- 914 1) Electrical Appliances 2) Toru Otsuka (Japan)
3) Mitsumi Electric Co.
- 915 1) Electronics 2) Larry Klein (USA) 3) Mattes
Electronics, Inc.
- 916 1) Design Research Office 2) Gan Hosoya (Japan)
3) Kenchiku Mode Kenkyusho
- 917 1) Subway 2) Lance Wyman (Mexico) 3) Mexico City
Subway
- 918 1) Metal Products 2) Martin Diethelm (Italy)
3) Morassutti
- 919 1) Textile Industry 2) Silvio Coppola (Italy)
3) Tessitura di Mompiano
- 920 1) Barber 2) Ikko Tanaka (Japan) 1967 3) Matumoto
Barber Shop
- 921 1) Underwater Research 2) Porter, Goodman &
Cheatham (USA) 3) Marine Sciences Corp.
- 922 1) Mark for Products 3) Mitsubishi Rayon
- 923 1) Cassette Tape 2) Toru Otsuka (Japan) 3) TBS Music
- 924 1) Interior Painter 2) Daniel Maurel (France) 1969
3) Moran
- 925 1) Machine Manufacturer 2) Syoji Murao (Japan) 1966
3) Japan Machinery
- 926 1) Artists Association 2) Tetu Sawamura (Japan)
3) Modern Art Association
- 927 2) Hudson-Wolter & Associates (USA) 3) Merrill Mfg.
- 928 1) Chemicals 2) Enzo Rösli (Switzerland) 3) E.
Merck
- 929 1) Chemicals 2) Kurt Wirth (Switzerland) 3) E.
Merck
- 930 1) Painting Company 2) Armin Hofmann (Switzerland)
3) Mensch & Company
- 931 2) Armando Milani (Italy) 1970 3) MAN
- 932 1) Sound Studio 2) Chermayeff & Geismar Associates
(USA) 3) Malacandra Productions
- 933 1) Fiber Manufacturer 2) Siegfried Odermatt (Switzer-
land) + Rosmarie Tissi (Italy) 1970 3) Mettler & Co.
- 934 1) Textile Showroom 2) Motoi Shigenari (Japan)
3) Toyobo Textile Co.
- 935 1) Graphics Studio 3) Mari Makinami Graphics As-
sociates
- 936 1) Mineral Springs 2) Christian Lang (Switzerland)
3) Vereinigte Mineralquellen der Schweiz
- 937 1) Pearl Shop 2) Masayoshi Matsushima (Japan) 3) M.
Saito Pearl Shop
- 938 1) Silk-Reeling 2) Andrzej Stypolkowski (Poland)
3) Merinoteks
- 939 1) Shipping and Mining 2) Robert Pease+Robert
Shouten (USA) 3) Marcona Corporation
- 940 1) Electrical Appliances Company 2) J.O.Reinecke
(USA) 3) Motorola
- 941 1) Paper Manufacturer 2) Morton Goldsholl Design
Assoc. (USA) 3) Munising Paper Co.

- 942 1) Meeting Hall 2) Masaki Kaneda (Japan) 3) Shin Marunouchi Kaikan
- 943 1) Cosmetics for Men 2) Anton Stankowski (Germany) 3) Marcel
- 944 1) Publisher 2) Barbara Osterwalder (Italy) 3) IL Parnaso
- 945 1) Musical Instruments 2) Clarence Lee (USA)
- 946 1) Travel Bureau 2) Robert R. Overby (USA) 3) Mitchell Travel Service (USA)
- 947 2) Randall R. Roth (USA) 1963 3) Marine Industries
- 948 2) Bertil Andersson (Sweden) 3) Malmö Hamnförvaltning
- 949 1) Medical Research Company 2) Carl Regehr (USA) 3) ProMedica Research and Development Corp.
- 950 1) Mental Health Association 2) Robin Fior (Great Britain) 3) National Association for Mental Health
- 951 1) Insurance 2) Hans Hartmann (Switzerland) 3) Schweizerische Mobiliar
- 952 1) Chemicals 2) C. Dradi (Italy) 3) Montecatini
- 953 1) Brokerage Firm 2) Lester Beall, Inc. (USA) 3) Merrill Lynch, Pierce, Fenner & Smith, Inc.
- 954 1) Construction Company 2) Ian Valentine (Canada) 3) Meridian Building Group Ltd.
- 955 1) Architect 2) Atelier Walter Diethelm (Switzerland) 3) Maser Diethelm (Zurich)
- 956 1) Mineral Water Bottler 2) Stephan Kant Scheff (Bulgaria) 3) Mineralni Vodi-Sofia
- 957 1) Magazine 2) Roger-Virgil Geiser (Switzerland)
- 958 1) Chemicals 2) Tandy, Halford & Mills Ltd. (Great Britain) 3) The Morgan Crucible Company Ltd.
- 959 1) Building Site Developer 2) Allan R. Fleming+Jim Donahue (Canada) 3) Erin Mills Developments, Ltd.
- 960 2) Jack M. Stricker (USA) 3) Mueller Enterprise
- 961 2) Judith Fralick (Canada) MacDonald-Downie Ltd.
- 962 2) James Cross (USA) 3) Monogram Industries, Inc.
- 963 2) Fletcher/Forbes/Gill 3) Marketing Improvements Ltd.
- 964 1) Market Research Firm 2) Cecco Re (Italy) 3) Marketing Italia S.P.A.
- 965 1) Advertising Agency 3) Milani+Kobi
- 966 1) Publishing 2) S. Neil Fujita (USA) 3) Modern Library Books
- 967 1) Printing Machine Workshop 3) Hans Müller AG
- 968 1) Subway 2) Bob Noorda (Italy) 3) Metropolitana Milanese
- 969 1) Museum 2) Arnold Saks (USA) 3) The Jewish Museum
- 970 1) Private Symbol 2) Luigi Montaini+Till Neuburg (Italy)
- 971 1) Metal Structure Builder 2) Roberg Geiser (Switzerland) 3) Mächler
- 972 1) Publisher 2) Hans Schaumberger (Austria) 3) Fritz Molden
- 973 1) Cooling-Heating Company 2) Heinz Waibl (Italy) 3) Termica
- 974 1) Stationery 2) Robert R. Overby (USA) 3) Mel Whitson Stationers, Inc.
- 975 1) Furniture 2) André Gürtler (Switzerland) 3) Mund-Möbel (Basle)
- 976 2) Stan Brod (USA) 3) Matheson Scientific Co.
- 977 1) Bank 2) Cathy Polizos (USA) 3) Metropolitan National Bank
- 978 1) Hotel 2) Theo Dimson (Canada) 3) Marlborough Hotel
- 979 2) Crosby/Fletcher/Forbes (Great Britain) 3) Liverpool Metallising Co.
- 980 1) Metal Container Maker 2) Ladislav Sutnar (USA) 3) M-M Enclosures, Inc.
- 981 1) Automobile Sales 3) Mauna Kea Motors
- 982 1) Symbol for Music Information Center 2) Tadasu Fukano+Shigeo Katsuoka (Japan) 3) Kobe Yamaha Co.
- 983 1) Museum 2) Shigeru Nakai (Japan) 3) Tokai University Oceanographic Museum
- 984 2) Burcher-Cremières (France) 3) Laboratories Roland-Marie
- 985 1) Museum 2) Barbara Stauffacher Solomon (USA) 3) San Francisco Museum
- 986 1) Broadcasting 3) Metromedia Inc.
- 987 1) Lady's Clothing 2) Tadasu Fukano+Jo Murakoshi (Japan) 1968 3) Marimura Co.
- 988 1) Medical School 2) Herb Lubalin (USA) 3) Mount Sinai School
- 989 1) Country Club 2) Takeshiro Nagasawa (Japan) 1967 3) Morioka Country Club
- 990 2) Tomas Vellve (Spain) 1971 3) Moro Asociad Cataluna
- 991 1) Knitwear Maker 2) Ernst Roch (Canada) 3) Marquesa
- 992 1) Printing Company 3) Master Eagle
- 993 1) Textile Company 2) Willy Failing (Germany)
- 994 1) Seed Company 2) Etienne Bucher (France)
- 995 1) Printing Company 3) IMPRIMÉS
- 996 1) Publisher 2) Muriel Cooper (USA) 3) M.I.T. Press
- 997 1) Life Insurance 2) Sandgren & Murtha, Inc. (USA) 3) Metropolitan Life
- 998 1) Construction Company 2) Itsu McFarland+Gerry Rosentswieg (USA) 3) Neiman
- 999 1) Garden 2) Tsung-Yi Lu (China) 3) Nang-Cou Garden
- 1000 1) Mail-order Sales 2) Dieter Einick (Germany) 3) Project
- 1001 1) Mail-order Sales 2) Rene Weiss (Germany) 3) Project
- 1002 1) Government Information Agency 2) Arnold Saks & James S. Ward (USA) 3) U.S. Information Agency
- 1003 1) Paper Manufacturer 2) Ray Engle (USA) 3) Noland Paper Company, Inc.
- 1004 2) Rolf Harder (Canada) 3) Project
- 1005 2) Tetsuo Katayama (Japan) 3) Nadagokyo Sake Brewing Association
- 1006 1) Construction Company 2) Kurt Wirth (Switzerland) 3) Nyffeler
- 1007 1) Electrical Points Manufacturer 2) Marcel Wyss (Switzerland) 3) Neuweiler
- 1008 1) Carpet Maker 2) Olle Eksell (Sweden) 3) Nils Nessin
- 1009 1) Writing Paper Maker 2) Giovanni Brunazzi (Italy) 3) Fantini Elettronica
- 1010 1) Oil Company 2) Gan Hosoya+Kohei Miura (Japan) 3) Nihonkai Oil Co.
- 1011 1) Broadcasting 2) Yusaku Kamekura (Japan) 3) Nippon Houso

- 1012 2) Takashi Kono (Japan) 3) Japan Press Photography Association
- 1013 1) Advertising Agency 2) Nobuyoshi Shigemoto (Japan) 3) Nikkan Kogyo Kokoku-sha
- 1014 1) Edible Oil Company 2) Shigeru Akizuki (Japan) 1965 3) Nissin Oil Manufacture Co.
- 1015 2) Robert Pease+Bryce Browing (USA) 3) The Newman Organization
- 1016 1) Chemicals 2) Raymond Loewy Assoc. (USA) 3) Nobel Bozel
- 1017 1) Camera Shop 2) Hiroshi Ohchi (Japan) 3) Namiki Camera
- 1018 1) Permanent Trade Exhibition 2) Lars Bramberg (Sweden) 3) Norrland Center
- 1019 1) Art and Craft Design 2) Hermann Bongard (Norway) 3) Norway Designs
- 1020 1) Commodity Name 2) Tetsuo Katayama (Japan) 3) Nittobo Sangyo Co., Ltd.
- 1021 1) Printing Company 2) Nino Bonacina+Pic Cortesi (Italy) 3) Tipografia <Novesento Grafico>
- 1022 1) Railroad 2) Herbert Matter (USA) 3) New Haven and Hartford Railroad Co.
- 1023 1) A Large Company's Purchasing Department 2) Felix Beltrán (Cuba)
- 1024 1) Hotel 2) Kim Pai (Thailand) 3) Narai Hotel
- 1025 2) Atelier E+M.Lenz (Switzerland) 3) Niederer-Künzle
- 1026 2) Larry Klein (USA) 3) Neisler Laboratories
- 1027 1) Bank 2) Shekhar Kamat (Great Britain) 3) National Provincial Bank
- 1028 1) Tile Company 3) National Tile Co.
- 1029 1) Design Studio 2) Yuichi Nishiwaki (Japan) 3) Nishiwaki Visual Design Laboratory
- 1030 1) Interior Design 2) Shuji Kawasaki (Japan) 1970 3) Nagano Interior Kogyo
- 1031 1) Semiconductor Maker 3) National Semiconductor Corp.
- 1032 1) Mail-order Sales 2) Robert Berndt (Germany) 3) Project
- 1033 1) Type Foundry 3) Nebiolo
- 1034 1) Printing Company 2) Max Huber (Italy) 3) A. Nava
- 1035 1) TV Program 2) Benson Crane (USA) 1971
- 1036 1) Exporter 2) Gérard Miedinger (Switzerland) 3) Neckermann
- 1037 1) Design Center 2) Odd Karlberg (Norway) 3) Norsk Design-Centrum
- 1038 2) Wim Crouwel (Netherlands) 3) Nederlandse Kunststichting
- 1039 1) Design Studio 2) Christine Kohler (Switzerland) 1965 3) Nakamoto International Agency
- 1040 1) Sales Promotion 3) Nippon International Agency
- 1041 2) L. de Miranda (Denmark) 3) Building Society
- 1042 1) Publisher 3) Nuova Editrice Internazionale
- 1043 1) Chain Store 2) Shigeji Kobayashi (Japan) 1068 3) Nippon New Bag Chain
- 1044 1) Chess Organization 2) G. & M. Sharmir (Israel) 1965 3) The Israel Chess Organization
- 1045 1) Interior Accessories 2) Susumu Shirota (Japan) 1970 3) Nagano Interior
- 1046 1) Oil Company 2) Heinz Schwabe (Germany)
- 1047 1) Mail-order Sales 2) Wolfgang Freitag (Germany) 3) Project
- 1048 1) Food Industry 2) Syozi Murao (Japan) 1964 3) Nissin Kako
- 1049 1) Lace Manufacturer 2) Peter Bloch (Switzerland) 3) A. Naef & Co.
- 1050 1) Textile Company 2) Walther Bergmann (Germany)
- 1051 1) Oil Company 2) Marcello Minale+Brian Tattersfield (Great Britain) 3) The Ocean Oil Company (London)
- 1052 1) Chemicals 2) Lippincott+Margulies (USA) 3) Olin Mathieson
- 1053 1) Investment Broker Using Computer Based Stock Analysis. 2) James Cross (USA) 3) William O'Neil & Co.
- 1054 1) Typewriter Manufacturer 2) Marcello Nizzoli (Italy) 3) Olivetti
- 1055 1) Printing Company 3) Offset+Buchdruck AG
- 1056 1) Diesel Engine Manufacturer 2) Hans Neuburg (Switzerland) 3) Oertli
- 1057 1) Gas Company 2) Sachiko Nagasawa (Japan) 1958 3) Osaka Gas
- 1058 1) Printing Company 2) Walter Bangerter (Switzerland) 3) Offset-Haus AG
- 1059 1) Oil Company 2) Jock Kinneir (Great Britain) 3) Oil India
- 1060 1) Broadcasting 3) ORF
- 1061 2) Ikko Tanaka (Japan) 3) Okura Hakushin Co., Ltd.
- 1062 1) Tube Maker 2) Paul Bühlmann (Switzerland) 3) H. Obrist Company
- 1063 1) Design Studio 3) Grafisches Atelier Siegfried Odermatt & Rosmarie Tissi
- 1064 1) Bakery 2) Richard Runyon (USA) 3) Orowheat
- 1065 1) Advertisement for Typewriters 2) Goyanni Pintori (Italy) 1962 3) Olivetti
- 1066 1) Gardening Service 2) Etienne Bucher (France)
- 1067 1) Country Club 2) Hiroshi Kaneko+Shiro Tazumi (Japan) 1969 3) Ogiyama Country Club
- 1068 1) Fashion House 2) Armin Hofman (Switzerland) 1962 3) Pfauen (Basle)
- 1069 1) Automobile Maker 2) Paul Froitzbein (Germany) 3) Porsche Cars
- 1070 1) Hotel 2) Yoshio Hayakawa+Takao Yamada (Japan) 1969 3) Hotel Plaza
- 1071 1) Brake Inspection Company 2) Roger-Virgile Geiser (Switzerland) 3) Fahrni & Palmero
- 1072 1) Aviation Industry 2) Kenichi Hirose+Osamu Kataoka (Japan) 1970 3) The Pilot & Co.
- 1073 1) Pharmaceuticals 2) Helmut Schmid (Austria) 3) Project (Otsuka Pharmaceutical Group)
- 1074 1) Furniture Manufacturer 2) Masayoshi Matsushima (Japan)
- 1075 1) Baseball Club 2) Richard Downes+Ed de Martin (USA) 3) Philadelphia Baseball Club, National League
- 1076 1) Hotel 3) Hotel Pacific
- 1077 1) Film Production 2) Theo Dimson (Canada) 3) Peterson Productions Ltd.
- 1078 1) Fountain Pen Company 2) Yukioki Hasegawa+Mitsuo Ishida (Japan) 1970 3) Platina Fountain Pen Co.

- 1079 1) Glass and Plastic Manufacturer 2) Adolf Fluckiger (Switzerland) 3) Ropraz Polyform SA
- 1080 2) Jacques Nathan-Garamond+Bureau d'études Garamond (France)
- 1081 1) Paper Packaging 2) Dickens Design Group (USA) 3) Packaging Corporation of America (Illinois)
- 1082 1) Art Gallery 2) Roger-Virgile Geiser (Switzerland) 3) Salon Internationale <Pilotes>
- 1083 1) Printing Company 2) Hans Hurter (Switzerland) 3) Photoset
- 1084 1) Packers of Poultry Products 2) Randall R. Roth (USA) 3) Pierce Pre-Cooked Foods Inc.
- 1085 1) Construction Company 2) Ji-Shong Guo (China) 3) Project (Printers House Corp., Philippines)
- 1086 2) Silvio Coppola (Italy) 1970 3) Parmaovo
- 1087 1) Petrochemicals 2) Wladyslaw Brykczynski (Poland)
- 1088 1) Leisure Activities 2) Porter, Goodman & Cheatham (USA) 3) Pacific American Industries
- 1089 1) Trading Company 2) Martti A. Mikkänen (Finland) 3) Polator
- 1090 1) Data Processing Company 2) Roy Walker (Great Britain) 3) Randax
- 1091 1) Pencil Company 2) Tadashi Masuda (Japan) 3) Colleen
- 1092 1) Cooperative Society 2) Jan Rajlich (Czechoslovakia)
- 1093 1) Supermarket 2) Sandgreen & Murtha, Inc. (USA) 3) Pueblo International
- 1094 1) Water Purification 2) James D. Gilbert (USA) 3) Chromalloy American Corp.
- 1095 2) Giovanni Brunazzi (Italy) 1970 3) Pagliano Arredamenti
- 1096 1) Printing Company 2) Hans Neuburg (Switzerland) 3) Pluess
- 1097 1) Automobile Maker 2) Ikko Tanaka (Japan) 3) Toyota Motor Co., Ltd. (Publica)
- 1098 1) Publicity Consultant 2) Gerald Bern (Canada)
- 1099 1) Film Production 2) Jean-Pierre Huster 1970 3) Aries Production
- 1100 2) Robert Pease+Peter Kramer (USA) 3) Associated Plumbing-Heating-Cooling Contractors of San Francisco
- 1101 1) Public Park 2) Rudolph de Harak (USA) 1969 3) New York State Parks Commission
- 1102 1) Management Planning 2) Kenji Yoshizumi (USA) 3) Equity Planning Corporation
- 1103 1) Plastic Fiber Manufacturer 2) Do Weller+Dennis Juett (USA) 3) Poly Fibers, Inc.
- 1104 1) Chain Selling Products for Infants 2) Roudolf Meyer (France) 1967 3) Prenatal
- 1105 1) Bookbinder 2) Adrian Frutiger (France) 3) Prache de Franclieu
- 1106 2) Makoto Wada (Japan) 3) Toyo Rayon
- 1107 2) R.W. Mutch & Co. (USA) 3) Pockman Manufacturing Co.
- 1108 1) Paper Manufacturer 2) Jacques Nathan-Garamond (France) 3) Papeterie de Point St.
- 1109 1) Design Studio 2) Leslie Smart+Sid Bersudsky (Canada) 3) Design Projects Center
- 1110 1) Land Development Project 2) Toni Goldmark (USA) 3) Waikoloa Land Development Project
- 1111 2) George E. Hands+Center for Industrial Design (USA) 3) Powow in the Pines
- 1112 1) City Planning Office 2) Adrian Frutiger (France) 3) Urbanisation du District de Paris
- 1113 1) Foundry 2) Daniel Maurel (France) 1967 3) Précinor
- 1114 1) Plastic Products 2) Jacques Nathan-Garamond (France) 3) Plastugyl
- 1115 1) Oil Company 2) Crosby/Fletcher/Forbes (Great Britain) 3) Kuwait National Petroleum
- 1116 1) Paper Manufacturer 2) Lester Beall (USA) 3) International Paper Co.
- 1117 1) Private Symbol 2) Nedo Mien Ferrario (Venezuela) 3) Arthur Proffit
- 1118 1) Psychiatric Group 2) Hans Thöni (Switzerland) 3) Zentralstelle für Psychiatrie
- 1119 1) Promotion Service 3) Publi. as
- 1120 1) Publisher 2) Karl Erik Lindgren (Sweden) 3) Gumerssons Bokförlag
- 1121 1) Mining 2) Crosby/Fletcher/Forbes (Great Britain) 3) Lead Development Association
- 1122 1) Broadcasting 2) Roger Ferriter+Herb Lubain (USA) 1971 3) Project (Public Broadcasting Service)
- 1123 2) Rudolf Bircher (Switzerland)
- 1124 1) Bindery 2) Aero Press (USA) 3) Perfect Bindery
- 1125 1) Printing Ink Manufacturer 3) Printcolor AG (Zürich)
- 1126 1) Group Symbol 2) Jean Fortin (France) 1971 3) Rhone-Poulenc Group
- 1127 2) Financial Management Firm 2) Kurt Stadelmann+ Hanspeter Bisig (Switzerland)
- 1128 1) Printing Company 2) Christian Lang (Switzerland) 3) Printing Studio AG.
- 1129 2) Armand Milani (Italy) 1970 3) Park And Roche
- 1130 1) Printing and Packaging Company 2) Printing & Packaging Equipment A.G.
- 1131 1) Printing Company 3) Pfisterer A.G.
- 1132 1) Association 2) Crosby/Fletcher/Forbes (Great Britain) 3) Designers and Art Directors Association
- 1133 1) Hotel 2) Erich Hänzli (Switzerland) 3) Parkhotel
- 1134 1) Research and Design 2) J. Malcom Gear (USA) 1969
- 1135 1) Match Manufacturer 2) Alvin Joe (USA) 1971 Pageant Match Inc.
- 1136 2) Dixon & Parcels Assoc. (USA) 3) International Salt Co.
- 1137 1) Record Company 2) Jan Holleder (Poland) 3) Pronit
- 1138 2) Stephan Kantscheff (Bulgaria) 3) Petrol-Sofia
- 1139 1) Department Store
- 1140 1) Mutual Funds 2) Steve Richter (USA) 3) Pinestock Mutual Funds
- 1141 1) Hospital 2) Bruce Beck (USA) 1963 3) Passvant Memorial Hospital
- 1142 1) Periodical 2) Herb Lubalin (USA) 3) Pediatric News
- 1143 1) Electric Machinery and Rubber Products 2) Albe Steiner (Italy) 3) Pirelli
- 1144 1) Electric Machinery and Rubber Products 2) Aldo Calabresi+Studio Boggeri (Italy) 3) Pirelli
- 1145 1) Hydro-Electric Power Company 2) Gagnon/Valkus

- Inc. (Canada) 3) Quebec Hydro-Electric
- 1146 1) Electric Machines 2) Fletcher/Forbes/Gill
3) Morphy Richards Ltd.
- 1147 1) Design Group 2) 3) Q-Designers
- 1148 2) Walter Bergman (Germany)
- 1149 1) Research 2) Toni Goldmark (USA) 3) Question and Answer
- 1150 1) Textile Inspection Organization 2) Gérard Ifert (France) 1961 3) Contôlo gualtiss
- 1151 1) Shipbuilding 2) Nick Butterworth (Great Britain) 3) Cunard Queen Elizabeth
- 1152 1) Pharmaceuticals 2) Dickens Design Group (USA) 3) Industrias Quimicas, S.A.
- 1153 1) Metal Company 2) Aktuelle Nachrichten (Germany) 1971 3) Quadrimetal Co.
- 1154 1) Photographer 3) Dr. Erwin Quedenfeld
- 1155 1) Mark for Encyclopedia 2) Christian Delorme (France)
- 1156 1) Printers 2) Jim Donahue (Canada) 1971 3) Typographic Quebec Ltd.
- 1157 1) Museum 2) Tom Woodward (USA) 3) Los Angeles Country Museum of Art
- 1158 2) John Plattner (Switzerland) 1957
- 1159 1) Broadcasting 2) Kenji Ito (Japan) 3) Bunka Housô
- 1160 1) Printing Company 2) The Whiz Kids (USA) 3) Ram Press
- 1161 1) Film Production 2) Hans Knöpfli (Switzerland) 3) Probst-Film
- 1162 1) Photocopy Products 2) Heinz Waibl (Italy) 3) Franco Ranchetti S.P.A.
- 1163 1) Textile Industry 2) Sandgreen & Murtha, Inc. (USA) 3) Dan River
- 1164 1) Medicines 2) Rolf Harder (Canada)
- 1165 1) Club 2) Yo Shibata (Japan) 1969 3) Club Royal
- 1166 2) Bob Noorda (Italy) 1970 3) Rhodiatoce
- 1167 2) Carlo Bruni (Italy)
- 1168 1) Gallery 2) Mei-Chung Tung (China) 3) Roman Gallery
- 1169 1) Realtors Association 2) Alejandro Moy (Argentina) 3) The Argentine Chamber of Realtors
- 1170 1) Clock Manufacturer 2) Taro Murakumo (Japan) 1962 3) Ricoh
- 1171 1) Crafts Shop 2) Mei-Chung Tung (China) 3) Rome Crafts Shop
- 1172 1) Insurance 2) Paul Bühlmann (Switzerland)
- 1173 1) Cinema and Television Company 3) Recta Film
- 1174 2) P. Tovaglia (Italy) 1970 3) Rivista Ottagono
- 1175 1) High-performance Automobile 2) Tadasu Fukano+Hideo Mukai (Japan) 3) Nissan Prince Car Dealers
- 1176 1) Printing Company 3) Howard Division
- 1177 1) Newspaper Publisher 2) Rudolph de Harak (USA) 3) Racine Press
- 1178 1) Importer 2) Theo Dimson (Canada) 3) William R. Rundle Ltd.
- 1179 1) Printing Company 2) Giovanni Brunazzi (Italy) 3) Poligrafico Roggero & Tortia
- 1180 1) Trade Fair 2) Peter Wehr (Germany) 3) International Roll-Laden-Fachmesse
- 1181 1) Graphic Studio 2) Francesc Guitart (Spain) 3) Rieussit S.A.
- 1182 1) Clothing Shop 2) Rinaldo Cutini (Italy) 3) Remo Argenti
- 1183 1) Advertising Agency 2) Adrian Frutiger (France) 3) Arma
- 1184 1) Soft Drink Company 2) Sandgreen & Murtha, Inc. (USA) 3) Royal Crown Cola
- 1185 2) North Pacific Bank Note (USA)
- 1186 1) Concrete Company 2) Primo Angeli (USA) 3) Rhodes and Jamietion
- 1187 2) Marcel Wyss (Switzerland) 3) Rolf Jenni
- 1188 1) Industrial Equipment 2) Arthur Irizawa (Canada) 3) Robin-Nodwell Mfg. Co.
- 1189 1) Department Store 2) Max Huber (Italy) 3) Rinascente
- 1190 1) Design Studio 3) Willy Röttges
- 1191 2) Giulio Confalonieri (Italy) 3) Ditta Piriv.
- 1192 1) Advertising Agency 3) Said Maden
- 1193 1) Refinery 2) Roger-Virgile Geiser (Switzerland) 3) Raffineries du Rhône
- 1194 1) Women's Wear 2) Tom Carnase+Herb Lubalin (USA) 3) Formfit Rogers
- 1195 2) M. Dradi (Italy) 1970 3) Collezione Nai
- 1196 1) Advertising Agency 2) Tom Woodward (USA) 3) Radio Advertising Agency
- 1197 2) Marcel Wyss (Switzerland) 3) Otto Rohrbach
- 1198 2) Walter Landor (USA) 3) Royal Industries
- 1199 1) Record Shop 2) S. Neil Fujita (USA) 3) Record Source Inc.
- 1200 1) Building Company 2) Chris Yaneff Ltd. (USA) 3) Romfield Building Corp.
- 1201 1) Motion Picture Projector Products 2) Appelbaum & Curtis (USA) 3) Richmond Research Corp.
- 1202 1) Seed Company 2) Raymond Loewy/William Snaith, Inc. (USA) 3) Roger Brothers Seed Co.
- 1203 2) Zipper Manufacturer 2) Pierre Gauchat (Switzerland) 3) Officine Riri S.A.
- 1204 1) Biochemical Industry 3) R.J.Reynolds Industries, Inc.
- 1205 1) Certification Mark for Carpentry Products 2) Bror B. Zetterborg (Finland) 3) Rakennuspuusepanteollisuus R.Y.
- 1206 1) Broadcasting 2) Erberto Carboni (Italy) 3) Radio Televisione Italiana
- 1207 1) Publishing 3) Rowohlt Verlages
- 1208 1) Interior Design 2) Carlo Vivarelli (Italy) 3) Renggli
- 1209 1) Metals Company 2) F.H.K.Henrion (Great Britain) 3) Rapp Metals, Ltd.
- 1210 2) Larry Klein (USA) 3) Rowell Laboratories
- 1211 1) Automobiles 2) Bill Hyde (USA) 3) Renault of France
- 1212 1) Restaurant 2) Mei-chung Tung (China) 3) World Restaurant
- 1213 1) Television & Film Production 2) Chermayeff & Geismar Assoc. (USA) 3) Screen Gems Inc.
- 1214 2) Peter Andermatt (Switzerland)
- 1215 2) Luigi Montaini+Till Neuburg (Italy) 3) Spincers

- Limited
- 1216 1) Stenographic Services 2) Koichi Oka (Japan) 1968
3) Kokusaishiki Sokki Kenkyujo
- 1217 1) Book Store 2) Yasaburo Kuwayama (Japan) 1972
3) Shinkodo
- 1218-9 1) Bank 2) Adolf Flückiger+Rosshäuser BE
(Switzerland) 3) Project (Swiss Credit Bank)
- 1220 1) Photocopy Company 2) Heini Schmid (Switzerland)
3) Spühler Fard-Photo-Reproduktionen
- 1221 1) Electronics 2) Carl Seltzer (USA) 3) United
Semiconductor Assoc.
- 1222 1) Broadcasting 2) Kimihito Obashira (Japan) 1968
3) Shinetsu Broadcasting System Inc.
- 1223 2) Josef Autherid (Austria)
- 1224 1) Printing Company 3) Kojima SeibiDo
- 1225 1) Power Company 2) Michel Waxmann (Belgium)
3) SONEGAZ (National Electric and Gas Company of
Algeria)
- 1226 1) Precision Instrument Maker 2) Makoto Yoshida
(Japan) 1962 3) Sankyo Seiki
- 1227 1) Bandage Manufacturer 2) Uli Schierle (Germany)
3) Schöneck
- 1228 2) Walter Ballmer (Italy) 1946 3) Arson-SiSi
- 1229 3) Clarence Lee (USA)
- 1230 1) Printing Company 2) Noboru Yamamoto (Japan)
3) Shinko Printing Co., Ltd.
- 1231 1) Earthenware Manufacturer 2) Kurt Wirth (Switzer-
land) 3) Hans Schneider
- 1232 1) Custom Tailors 2) Dickens Design Group (USA)
3) I. Spencer & Co. (Chicago)
- 1233 1) Exhibition Equipment Rental Company 2) Ernst Roch
(Canada) 3) Standard Show Services Ltd. (Montreal)
- 1234 1) Instruments for Detecting Radioactivity 2) Ernst
Roch (Canada) 3) Simtec Ltd. (Montreal)
- 1235 1) Women's Wear Company 2) Gérard Ifert (Switzer-
land) 1961 3) Sifem
- 1236 1) Manufacturer of Modular Systems 2) Kenji Yoshizumi
(USA) 3) Systems Components
- 1237 1) Tire and Rubber Manufacturers 2) Scherr & McDermott
(USA) 3) Seiberling
- 1238 1) Construction Company 2) Baer Cornet (Nether-
lands) 3) Syn-Bouw NV
- 1239 1) Engineering Society 2) Roger-Virgile Geiser
(Switzerland) 3) Swiss Engineering Society
- 1240 1) Spinning and Weaving Company 2) Otl Aicher
(Germany) 3) Stuttgarter Gardinenfabrik
- 1241 1) Art Gallery 2) David Pelham (Great Britain) 1963
3) Soho Gallery Ltd.
- 1242 1) Computer Services 2) Herbert Spencer (Great
Britain) 3) Cambridge Computer Services
- 1243 1) Insurance 2) Diggelmann+Mennel (Switzerland)
3) SECURA Insurance
- 1244 1) Metal Processing 2) Peter Schaufelberger (Switzer-
land) 3) Stierli & Kobelt
- 1245 1) Pharmaceuticals 2) World Design Center (Japan)
3) Sato Pharmaceutical Co.
- 1246 1) Electronic Measuring Instruments Maker
3) Shivasoku
- 1247 1) Transport Company 2) Chermayeff & Geismar As-
sociates (USA) 3) Seatrain Lines Inc.
- 1248 1) Testing Laboratories 2) Ted Trinkaus (USA)
3) State Testing Laboratories
- 1249 1) Blueprint Shop 2) Robert Sessler (Germany)
- 1250 1) Bank 2) Saul Bass (USA) 3) Security First
National Bank
- 1251 1) Building Materials Manufacturer 2) Randall R.
Roth (USA) 3) Speedrack
- 1252 1) Chemicals 2) Luigi Montaini+Till Neuburg (Italy)
3) Saponfoil
- 1253 1) Printing Company 2) Luigi Montaini+Till Neuburg
(Italy) 3) Scotti
- 1254 1) Valve Manufacturer 2) Benson Crane (USA)
3) Syosset Valve Co.
- 1255 1) Shoe Manufacturer 2) Aldo Calabresi+Studio Boggeri
(Italy) 3) Superga Industria Scarpe
- 1256 1) Furniture 2) Howard York (USA) 1969 3) Scope
Furniture
- 1257 1) Cable Manufacturer 2) Armin Hofmann (Switzerland)
3) Däniken
- 1258 1) Dance Studio 2) Felix Beltrán (Cuban) 3) Sandor
- 1259 1) Machine Manufacturer 2) Albe Steiner (Italy)
3) Stagni
- 1260 1) Magazine 2) Shigeo Fukuda (Japan) 3) Sankei Ad
Monthly
- 1261 1) Saccharin Maker 2) Dr. Hahn (Germany)
- 1262 1) Trading Company 3) Schenk Co.
- 1263 1) Underwater Diving Equipment 2) Porter, Goodman &
Cheatham (USA) 3) Scubapro
- 1264 2) Toshio Shiragami+Tetsuo Noda (Japan) 1970 3) Kobe
- 1265 3) Atelier Hansruedi Scheller
- 1266 2) June Fraser+Design Research Unit (Great Britain)
3) Slinger
- 1267 1) Theater 2) Charles Fuhrman (USA) 3) Saratoga
Performing Arts Center
- 1268 1) Stereo Tape Equipment 2) Michael Pacey (Great
Britain) 1971 3) Stereo Tape Equipment Ltd.
- 1269 2) Saul Bass & Associates 3) Ducommun
- 1270 2) Robert Sessler (Switzerland) 3) Shaffhaus Cotton-
Wool Co.
- 1271 1) Illustrators' Association 2) Bradbury Thompson
(USA) 3) Society of Illustrators
- 1272 1) Manufacturer of Duplicating Equipment 2) Minale,
Tatterfield Ltd. (Great Britain) 3) Rank Xerox
- 1273 1) Printing Company 2) Francis R. Esteban (USA)
3) Edwin H. Stuart, Typographer
- 1274 1) Luggage Manufacturer 2) Saul Bass (USA)
3) Samsonite
- 1275 2) A. Sganzerla (Italy) 1970 3) Nino Soldano
- 1276 1) Furniture Manufacturer 2) Hans Kleefeld (Canada)
3) Stancor Ltd.
- 1277 1) Advertising Agency 3) Sowa Advertising
- 1278 1) Industrial Piping Company 2) Richard Osborne (USA)
3) Soehnlen Industrial Piping Co.
- 1279 1) Private Symbol 2) Karol Syta (Poland) 3) Karol
Syta
- 1280 1) Tape-Recorder Manufacturer 2) Bob Noorda (Italy)

- 3) Sonika
- 1281 2) Malcolm Grear (USA) 3) Standard International Corp.
- 1282 1) Automotive Industry 2) Masamichi Tezeni (Japan) 1958
- 1283 1) Subway
- 1284 1) Printing Company 2) Piero Sonsoni (Italy) 3) Sagdos
- 1285 1) Paper Products 2) Hiram Ash+George Nelson & Co., Inc. (USA) 3) Scott Paper Co.
- 1286 1) Department Store 2) Push Pin Studios (USA) 3) Franklin Simon
- 1287 2) Romano Chicherio (Switzerland) 3) Stisa, Lugano
- 1288 1) Knit Products 2) Zbigniew Marjanowski (Poland) 3) Sira
- 1289 1) Hotel 2) Yorikazu Hirata (Japan) 3) Station Hotel Kyoto
- 1290 1) Paper Manufacturer 3) Papeteries de Serrieres S.a.
- 1291 1) Paper Manufacturer 2) Hans Weber (Switzerland) 3) Seelal
- 1292 1) Printing Company 2) Leone Sbrana (Italy) 1968 3) G. Spinelli
- 1293 1) Photographic Studio 3) Gate way Studio
- 1294 1) Printing Company 2) Paul Gabor (France) 3) Simoneau Imprimeur
- 1295 1) Design Studio 3) Stone Assoc. (USA) 1970
- 1296 1) Film Productions 2) John R. Rieben (USA) 1971 3) Summit Film
- 1297 1) Type Foundry 2) Geoffrey Lee (Great Britain) 3) Project
- 1298 1) Building Material Company 2) Jorgen Johansen (Denmark) 3) Scanbyg
- 1299 2) Robert Rakela (USA) 1971 3) Spivak-Bolinger
- 1300 1) Chemicals 2) Sadao Sugaya (Japan) 3) Sugaya Chemical Co.
- 1301 1) Investment Firm 2) Gips & Danne (USA) 3) Shearson Hammill & Co.
- 1302 1) Hotel 2) Hiroshi Ohchi (Japan) 3) Project
- 1303 2) Hiroshi Ohchi (Japan) 1963 3) S.H.Associates
- 1304 1) Printing Company 2) Atelier Walter Diethelm (Switzerland) 3) H. Siegner
- 1305 2) Sumio Hasegawa (Japan) 1968 3) Sumiimoto Bowling Office Inc.
- 1306 1) Railroad 2) Gerard Douwe (Netherlands) 3) Netherlands Railways Ltd.
- 1307 1) Paper Supplies 2) Jack Larkin (Great Britain) 3) Spicers Limited
- 1308 1) Chemicals 2) Jacques Richez (Belgium) 3) Project
- 1309 1) Film Productions 2) Mitsuo Katsui (Japan) 3) Sunayama Production
- 1310 1) Employment Agency 2) Gilles Fizman (Belgium) 3) Staff Selection and Service
- 1311 1) Textile Manufacturers 2) A. G. Fronzoni (Italy) 1964 3) Sobrero (Genoa)
- 1312 2) Hiroshi Konno (Japan) 1967 3) Salon Santorian
- 1313 1) Spice Company 2) Koji Kato (Japan) 3) Sun Spice Inc.
- 1314 2) P. Zuerrer (Switzerland) 3) Sprecher & Schuh Ltd.
- 1315 2) Richard Osborne (USA) 3) Solid State Instrument Laboratories
- 1316 1) Printing Company 2) Elias Stieger (Germany) 3) Stieger Siebdruck Kaiserstuhl
- 1317 1) Floor Coverings 2) Otto Krämer (Switzerland) 3) Schaffroth and Spati
- 1318 1) Private Symbol 2) 3) Michel Olyff (Belgium)
- 1319 1) Oil Company 2) Michel Waxmann (Belgium) 3) SONATRACH (National Petroleum Company of Algeria)
- 1320 1) Air Service Company 2) Michel Waxmann (Belgium) 3) S.T.A.
- 1321 1) Electrical Engineers 2) Roger Turpin+Anthony Smith+Roger Turpin Ltd. (Great Britain) 3) Stoneman and Turpin Ltd.
- 1322 1) Distributors of Scandinavian Cutlery and Pottery 2) George Daulby (Great Britain) 3) Svensk Tableware Ltd.
- 1323 1) Design Studio 2) 3) Schwartz/Wassyng Incorporated (USA)
- 1324 1) Hose Manufacturer 2) Alfred Weiss (Switzerland) 3) Shochwernecke AG.
- 1325 1) Textile Manufacturer 2) Gérard Ifert (France) 1961 3) Sincotex
- 1326 1) Electronics Company 2) Jacques Nathan-Garamond (France)
- 1327 1) Building and Civil Engineering Contractors 2) F.H.K. Henrion (Great Britain) 3) Arthur Sanders Ltd.
- 1328 1) Photo Studio 2) Marcel Wyss (Switzerland) 3) Boland Von Siebenthal
- 1329 1) Tape Machines 2) David Caplan (Great Britain) 3) Soundguide Ltd.
- 1330 1) Electrical Appliances 2) Ernest Witzig (Switzerland) 3) Project (Electrolux International)
- 1331 1) Road Construction Company 2) Robert Sessler (Switzerland)
- 1332 1) Desk Manufacturer 2) Ernst Roch (USA) 3) Standard Desk Ltd.
- 1333 1) Gramophone Manufacturer 2) Walter Herdeg (Switzerland)
- 1334 1) Textile Manufacturer 2) F. Jenny (Switzerland) 1969 3) Swiss Textile Manufacturers
- 1335 3) J. Stemmle+Co. (Zürich)
- 1336 1) Bank 2) Marcel Wyss (Switzerland) 3) Spar and Leihkasse (Bern)
- 1337 1) Insurance 2) Walter Reichen+Max Lenz (Switzerland)
- 1338 1) Building Materials Company 2) Fred Witig/George Nelson & Co., Inc. (USA) 3) Structural Products Inc.
- 1339 2) M. Mantilaro+R. Del Sordo (Italy) 1970 3) SIAG
- 1340 1) Animal Feeds and Fertilizers 2) George Collett (Great Britain) 3) Scottish Agricultural Industries
- 1341 1) Glassmaker 3) Project (B.S.N. Boussois Souchon Neuvesel)
- 1342 1) Linoleum Maker 2) Carlo Vivarelli (Switzerland)
- 1343 1) Design Studio 2) Herb Lubalin (USA) 3) Sudler, Hennessey & Lubalin
- 1344 1) Council 2) Don Kano+Will Martin Design Associates

- (USA) 1971 3) Los Angeles Council of Priests
- 1345 1) School 2) David L. Burke (USA) 3) School of Social Service Administration
- 1346 1) Machine Manufacturing and Service Company 2) Erhard Meier/Ernst Bächold (Switzerland)
- 1347 1) Anti-Burglar Service 2) John Hughes (Great Britain) 1963 3) Security Consultants Ltd.
- 1348 1) Theater 2) Heiri Steiner (Switzerland) 3) Schauspielhaus Zürich
- 1349 2) Franco Grignani (Italy)
- 1350 1) Rope Products 2) Wladyslaw Stanczykowski (Poland) 1970 3) Technolin Technical Rope
- 1351 1) Telephone Company 3) Hawaiian Telephone Company
- 1352 1) Transit System 2) Chermayeff & Geismar Associates (USA) 3) Massachusetts Bay Transportation Authority
- 1353 1) Advertising Agency 2) Kazumasa Nagai (Japan) 1966 3) Tokyo Advertising
- 1354 1) Bank 2) Ikko Tanaka (Japan) 1967 3) Bank of Tokyo
- 1355 1) Laundry 2) Ernst Roch (Canada) 3) Toilet Laundries Ltd.
- 1356 1) Coffee Industry 2) Luigi Montaini+Till Neuburg (Italy) 3) A.L. Teichner
- 1357 2) David L. Burke (USA) 3) Teleflex
- 1358 1) Art Gallery 2) Kohei Sugiura (Japan) 3) Tokyo Gallery
- 1359 1) Television Broadcasting 2) June Fraser+Design Research Unit (Great Britain) 3) ABC TV
- 1360 1) Manufacturing and Trucking Corporation 2) Sandgren & Murtha, Inc. (USA) 3) Tyler Industries
- 1361 1) Trading Company 2) Masayoshi Nakajo (Japan) 3) Takahashi Shoji
- 1362 1) Meters 2) Yasaburo Kuwayama (Japan) 1963 3) Tatsuno
- 1363 2) Ben Bos (Netherland) 1969 3) Randstand Uitzendbureau
- 1364 1) Clothing Manufacturer 2) Lester Beall (USA) 3) Titeflex Inc.
- 1365 1) Pharmaceuticals 2) Toshihiro Katayama (Japan) 3) Project (Geigy)
- 1366 2) Wladyslaw, Stanczykowski (Poland) 3) Modehaus Telimena
- 1367 1) Design Center 2) Michel Olyff (Belgium) 3) L'Institut d'Esthétique Industrielle pour la Belgique et le Grand-Duché de Luxembourg
- 1368 1) Multi-Service Organization 2) Sandgren & Murtha, Inc. (USA) 3) Transamerica
- 1369 1) Advertising Agency 2) Francesc Guitart (Spain) 3) Tecnicas de comunicacion
- 1370 1) Paper-Board Products 2) Derek Birdsall (Great Britain) 3) Project
- 1371 1) Transport Company 2) Shigeya Sakai (Japan) 3) Tokyo Heli Lines
- 1372 1) Transformer Factory 2) Herbert Pruget (Germany)
- 1373 1) Road Building Company 2) Pham Phu Oanh (Germany) 3) Uniontiefbau Gmb Hy.
- 1374 1) Publisher 2) Anna Simons (Germany) 3) Trajanus
- 1375 1) Petrochemicals 2) Yusaku Kamekura (Japan) 1960 3) Toa Nenryo Petrochemical Industry
- 1376 1) Chemical 3) Toyo Linoleum
- 1377 1) Geographic Office 2) Magalhaes+Moronha+Pontual (Brazil) 3) Brazilian Institute of Geography and Statistics
- 1378 1) Book Store 2) Shigeo Katsuoka (Japan) 3) The Todoko Shoten
- 1379 1) Dramatic Society 2) Joe Bottoni (USA) 1970 3) National Thespian Society
- 1380 1) Automotive Industry 2) Yasaburo Kuwayama (Japan) 1971 3) Toyota Astra
- 1381 1) Hotel 2) Ernst Keller (Switzerland) 3) Turmhotel Bad Zurzach
- 1382 1) Insulation of Cables 2) Josef P. Graber (Switzerland) 3) Textima
- 1383 1) Children's Clothing Manufacturer 2) Gérard Ifert (Switzerland) 1969 3) TeC
- 1384 2) Margaret Malast+Alan Peckolick (USA) 1971 3) Time Equities
- 1385 1) Cutlery 2) Toshio Ito (Japan) 3) Takeuchi Hamono
- 1386 2) Silvio Coppola (Italy) 1970 3) Tigamma
- 1387 2) Kyuyo Kajino (Japan) 1968 3) Teisen Interior
- 1388 1) Hotel 3) Toring Mot-Hotel
- 1389 1) Art Gallery 2) Erberto Carboni (Italy) 3) Toninelli
- 1390 1) Photo Studio 2) R. Manson+V. Zuffellato (Italy) 3) Tito Piccoli Fotografo
- 1391 1) Printing Company 2) John Sposato (USA) 3) Taylor Printing
- 1392 2) Yasaburo Kuwayama (Japan) 3) Project (Group Typo)
- 1393 3) Tripub
- 1394 1) Administrative service organization 2) Robert Pease (USA) 3) Tax Shield, Inc.
- 1395 1) Technology Transfer 2) Jerry Berman (USA) 1970
- 1396 1) Stereo Tapes Manufacturer 2) Nicolas Sidjal 3) United Stereo Tapes
- 1397 1) Book Symbol 2) Yasaburo Kuwayama (Japan) 1969 3) Asagaya Art School
- 1398 1) Paper Manufacturer 2) Yusaku Kamekura (Japan) 3) Toho Shigyo Co., Ltd.
- 1399 1) Public Relations 2) Adrian Frutiger (France) 3) Totem
- 1400 1) Machine Manufacturer 2) Lee Mason (Australia) 3) Turnover Cradle
- 1401 1) Broadcasting 2) Carlo Vivarelli (Switzerland) 3) Schweizer Fernsehen
- 1402 1) Church 2) Michel Olyff (Belgium) 3) Abbaye de Saint-André (Brusseele)
- 1403 1) Theater 2) Albe Steiner (Italy) 3) Teatro Popolare Italiano
- 1404 1) Textile Industry 2) Luigi Montaini+Till Neuburg (Italy) 3) Tintoria Paolo Barzaghi Spa
- 1405 1) Brokerage House 2) Sandgreen & Murtha, Inc. (USA) 3) TPO, Inc.
- 1406 1) Printing Company 2) Freeman Craw (USA) 3) Tri-Art Press, Inc.
- 1407 1) Resort 2) Carlo Bruni (Italy) 1970 3) Terme di Salsomaggiore
- 1408 1) Barber 2) Studio Coppola (Italy)
- 1409 1) Broadcasting 2) Kei Ichikawa (Japan) 1960 3) TBS

- 1410 1) Consultant 2) Humbert+Vogt (Switzerland) 3) Toby Rodes
- 1411 1) Textile Industry 2) Adrian Frutiger (France) 3) Tissages Normands Réunis
- 1412 1) Studio 2) Max Huber (Italy) 3) Studio TAAU
- 1413 3) Benson Needham Univas
- 1414 1) Television Recording 2) Seldon Dix (USA) 3) Tele Tape Productions
- 1415 2) Yusaku Kamekura (Japan) 1971 3) Takatsuki Resort Lane
- 1416 1) Airline 2) Raymond Loewy/William Snaith, Inc. 3) Trans World Airlines
- 1417 2) Hermann Viri (Germany)
- 1418 1) Chemicals Manufacturer 2) Wojciech Zamecznik (Poland)
- 1419 1) Chemicals 2) Kenji Ito (Japan) 3) Taiping Chemical Industry Ltd.
- 1420 1) Tobacco Specialist 2) Adolf Flückiger (Switzerland) 3) Swiss Tobacco Specialist
- 1421 1) Catholic Church 2) Werner Andermatt (Switzerland)
- 1422 1) Travel Bureau 2) Wataru Sawahashi+Machiko Okano (Japan) 1968 3) Toko Travel Service Co., Ltd.
- 1423 1) Travel Bureau 2) Yusaku Kamekura (Japan) 3) Tokyu Travel Service
- 1424 1) Printing Company 2) F.H.K. Henrion (Great Britain) 3) Project
- 1425 1) Textile Museum 2) J. Malcolm Grear (USA) 1969 3) Merrimak Valley Textile Museum
- 1426 1) Construction and Road Building 2) Ronald Armstrong Design Research Unit (Great Britain) 3) Tarmac Limited
- 1427 1) Subway 2) Hans Weckerle (Germany)
- 1428 1) Serigraphy 2) Kurt Wirth (Switzerland) 3) Albin Uldry
- 1429 1) Typewriter Manufacturer 2) Giovanni Pintori (Italy) 3) Underwood
- 1430 1) Clothing 2) Yusaku Kamekura (Japan)
- 1431 1) Insurance 2) Walter Landor Associates (USA) 3) Unigard Insurance Group
- 1432 1) Business Supplies 3) Uchida-Yoko
- 1433 1) Clock Manufacturer 3) Bulova Uhren
- 1434 1) Social Service Organization 2) Sandgreen & Murtha, Inc. (USA) 3) Urban Coalition
- 1435 1) Trademark 2) Chris Yaneff+Manfred Gotthans (Canada) 3) United Dominions Corp.
- 1436 1) Electrochemical Industry 2) Paul Gabor (France) 3) Société d'Electro-Chimied'Ugien
- 437 1) Glass Maker 2) David Caplan (Great Britain) 1963 3) United Glass Ltd.
- 1438 2) Heiner Zinckgraf (Germany)
- 1439 1) Translation Service Subsidiary 2) Gottschalk+Ash Ltd. (Canada) 3) Champlain Container Corp.
- 1440 2) Enrico Trabacchi (Italy) 1971 3) C & B ITALIA
- 1441 1) Bank 3) United Virginia Bank
- 1442 1) Fiber Manufacturer 2) Arthur Boden (USA) 3) United Yarn Co.
- 1443 2) John Sposato (USA)
- 1444 1) 20th Anniversary Commemorative Publication 2) Jitsuo Hayashi (USA) 3) The United Nations Association
- 1445 1) University 2) Bob Noorda (Italy) 1970 3) Univer-sita' Internazionale Dell' Arte
- 1446 1) Broadcasting 2) Seldon Dix, Jr (USA) 3) Time News Tour of the USA
- 1447 1) Government Information Agency 2) Christopher Pullman (USA) 1970 3) United States Information Agency
- 1448 1) Film Festival 2) Jack Summerford (USA) 1971 3) U.S.A. Film Festival
- 1449 1) University Arts Facultry 2) Walter Jungkind (Canada) 3) The University of Alberta
- 1450 1) Steel Manufacturer 2) Emil O. Biemann+Lippincott & Margulies (USA) 3) United States Steel Corporation
- 1451 1) Museum 2) Wim Crouwel (Netherlands) 3) Municipal Museum van Abbe. (Eindhoven)
- 1452 1) Toy Makers 2) Hiroshi Ohchi (Japan)
- 1453 1) City Emblem 2) National Art Instituteat Urbino (Italy) 3) Project (Urbino)
- 1454 1) Publisher 2) Studio Genovesi (Italy) 1970 3) Utet Sansoni Edizioni Scientifiche
- 1455 1) Parcel Delivery Service 2) Paul Rand (USA) 3) United Parcel Service
- 1456 1) Sinks and Faucets Manufacturer 2) Randall R. Roth (USA) 3) Vance Industries, Inc.
- 1457 1) Bank 2) Helmuth Kurtz (Switzerland) 3) Schweizerische Volksbank
- 1458 1) Publisher 2) Heiri Steiner (Switzerland) 3) Editions Alpha
- 1459 1) Furniture 2) StePhan Kantscheff (Bulgaria) 3) LipaSilistra Möbel
- 1460 1) Precision Machines Manufacturer 2) Rémy Peignot (France) 3) Virax
- 1461 1) Designers' Association 2) Boudewijn Delarer (Belgium) 3) Association of Designers
- 1462 1) Chemical Industry 2) Marcello Minale (Finland) 1963 3) Vuori Kemia
- 1463 1) Publisher 2) Willhelm Holzinger (Germany) 1961 3) Verlagszeichen
- 1464 1) Chemicals 2) Ryszard Sidorowski (Poland)
- 1465 1) Electric Surveying Machine Manufacturer 2) Matthew Leibowitz (USA) 3) Vector Manufacturing Co.
- 1466 1) Cosmetics 2) Rudolf Meyer (France) 1967 3) Vanda (USA)
- 1467 2) Hans Thöni (Switzerland) 3) Baumeisterverband
- 1468 1) Volunteer & Information Center 2) Ken White (USA) 3) Volunteer & Information Center of Boulder County
- 1469 1) Publisher 2) Willhelm Holzinger (Germany) 1961 3) Verlagszeichen
- 1470 1) Electrical Appliances Manufacturer 2) Hans Knöpfli (Switzerland) 3) Urs Walther
- 1471 1) Automobile Company 3) Volkswagen (Germany)
- 1472 1) Recording Company 2) Peter Windett+John Astrop (Great Britain) 3) Vox Sound Ltd.
- 1473 1) Glass Factory 2) Till Neuburg (Italy) 3) Vetreria di Vemante
- 1474 1) Tourist Bureau 2) Herbert P. Gersin (USA) 3) Alfredo Vidal Inc.
- 1475 1) Building Company 2) Milner Gray+Design Research Unit (Great Britain) 3) Building Center

- 1476 1) Camera Manufacture and Sales 2) Alan Peckolick+ Herb Lubalin (USA) 3) Visual Graphics Corporation (California)
- 1477 1) Shipyard 2) Michael Russell (Great Britain) 3) Verolme United Shipyard
- 1478 2) Kurt Weidemann (Germany)
- 1479 1) Men's Clothing Manufacturer 2) S.U.G.Poenitsch (Germany) 3) Vogel
- 1480 2) Eric Steinmueller (Argentina)
- 1481 1) Chemicals 2) Dr. Hahn (Germany)
- 1482 1) Food Retailer Association 2) Hans Hartmann (Switzerland) 3) Veledes
- 1483 2) Walter Brecker (Germany)
- 1484 1) Dry Fruits 2) Max Huber+Studio Boggeri (Italy) 3) Vitam
- 1485 1) Printing Company 2) Bruno Pfäffli+Atelier Frutiger (France) 3) Druckerei Winterthur AG.
- 1486 1) Engineering 2) Ken Garland (Great Britain) 3) The Weir Group of Companies
- 1487 1) Shopping Plaza 2) Chermayeff & Geismar Associates (USA) 3) Worcester Center
- 1488 1) Advertising Agency 2) Minale, Tatterstield Ltd. (Great Britain) 3) C.P.Wakefield Ltd.
- 1489 2) Stuido Boggeri (Italy)
- 1490 1) Kitchen Utensils Maker 2) Max Huber+Studio Boggeri (Italy) 3) Scei
- 1491 1) Paint and Cement Products 2) Lester Beall Inc. (USA) 3) Western Gypsum Products Ltd.
- 1492 1) Drill Maker 2) Walter Sauer (Germany)
- 1493 1) Electrical Appliances 2) Paul Rand (USA) 3) Westinghouse
- 1494 1) Printing Company 3) Wetter Cliches
- 1495 1) Advertising Agency 2) Dr. Hahn (Germany)
- 1496 2) Walther Bergmann (Germany)
- 1497 1) Bank 2) Ken Parkhurst (USA) 3) Washington Mutual Savings Bank
- 1498 1) Import Firm 2) Giulio Confalonieri (Italy) 3) Project (The Whisky House)
- 1499 1) Landscape Designer 2) Clemente Lagundimao, Jr. (USA) 3) George Walters
- 1500 1) Fire Extinguisher Manufacturer 2) Mario Trüb (Switzerland) 3) Walde
- 1501 1) Textile Manufacturer 2) Erkki Ruuhinen (Finland) 3) Wetterhof
- 1502 1) Carpets 2) Brian Denyer (Great Britain) 3) Walter Jay Contract Carpets
- 1503 1) Freight Lines 2) James Cross (USA) 3) Westransco Freight Lines
- 1504 1) Dispensary 2) Herbert Auchli (Switzerland)
- 1505 2) Anthony Smith/Roger Turpin (Great Britain) 3) Project
- 1506 1) Bank 2) Manfred Gotthavs+Chris Yaneff (Canada) 1965 3) Waterloo Trust & Savings Co.
- 1507 1) Travel Bureau 2) Conrad E. Angone (USA) 3) Westcoast
- 1508 1) Whisky Importing Firm 2) Giulio Confalonieri (Italy) 3) Project
- 1509 1) Precious Metals Shop 2) Yusaku Kamekura (Japan) 3) Wako
- 1510 2) Hans Ruth Albitz (Germany)
- 1511 2) Leo Pernitsche (Austria)
- 1512 1) Theater Group 3) Theatergruppe der Wuppertaler Bühnen (Germany)
- 1513 1) Publisher and Printing Company 2) Otto H. Treumann (Netherland) 3) Wolter-Noordhoff
- 1514 1) Electric Company 2) K. Stadelmann & H. Bisig (Switzerland) 3) Burkhalter & Hufschmid
- 1515 2) Jeffrey Wilkinson (Great Britain) 3) Welliss Group Services Ltd.
- 1516 1) Publisher 2) Jaroslav Bradac (Great Britain) 3) Library Press (New York)
- 1517 1) Fiber Processing Manufacturer 2) Rudolf Bircher (Switzerland) 3) Werner Müller
- 1518 1) Furniture Design Company 3) Georg Jansen Inc.
- 1519 2) Jan Jaring (Netherland) 3) Van Wijk & Visser
- 1520 2) Jeffrey Wilkinson (Great Britain) 3) DPW Associates Ltd.
- 1521 2) Heiner Zinkgraf (Germany)
- 1522 1) Artists Materials Manufacturers 2) H.A.Rothholz & Associates (Great Britain) 3) Winsor & Newton Ltd.
- 1523 2) George Lenox (USA) 3) East-West Center Press
- 1524 2) Max Koerner (Switzerland) 3) Wolf & Son
- 1525 1) Broadcasting 2) Neil Fujita (USA) 3) Worldwide Broadcasting Company
- 1526 1) Art Gallery 2) Paul Orvath 3) Art Galley X
- 1527 1) Art Gallery 2) Giulio Confalonieri (Italy) 3) Galleria Milano
- 1528 1) Building Stone 2) Theo Sudbrack (Germany) 3) Gebr-Risse, Steinwerke Warstain
- 1529 1) Design Studio 2) Anders Pehrson (Sweden) 3) Atelje Lyktan
- 1530 1) Chemical Fiber Manufacturer 3) Exlan
- 1531 1) Canned Food Products 2) Nedo Mien Ferrario (Venezuela) 3) Cordon Bleu de Venezuela SA.
- 1532 1) Art Exhibition 2) Bruno Munari (Italy) 3) Symbol for Tenth Triennale of Milan
- 1533 1) Furniture Manufacturer 2) Hans Schacht (Germany)
- 1534 2) Leo Lionni (USA) 3) Modern Arts Museum
- 1535 1) Furniture Store 2) Sigeji Kobayashi (Japan) 1967 3) Yamatoya Kaguten
- 1536 1) Camera Products 3) Yashica
- 1537 1) Sake Brewing 2) Tetsuo Katayama (Japan) 1968 3) Yaegaki Jyozo Kikai Co.
- 1538 1) Publisher 2) Kyosti Varis+Sek Advertising Ltd. (Finland)
- 1539 1) Design Studio 3) Yasui Design
- 1540 1) Design Studio 2) Howard York (USA) 1969 3) Howard York Design
- 1541 1) Sports Association 2) Jukka Veistola/Arti Laiho (Finland) 3) Finnischer Akademischer Sportverein
- 1542 1) Store Mannequin Maker 2) Takashi Kono (Japan) 3) Daiwa Manekin Company
- 1543 1) Colored Paper Projects 2) Shin Nakamura (Japan)
- 1544 1) Boutique 2) Motoko Naruse+Eiko Ishioka (Japan) 3) Yoji Yamamoto
- 1545 1) Private Symbol 2) Makoto Wada (Japan) 1966

- 3) Yoshihiro Tachiki
- 1546 1) Watch Band Maker 2) Akira Inada+Yuichi
Nishiwaki (Japan) 3) Yuasa
- 1547 1) Pop Group 2) Crosby/Fletcher/Forbes (Great
Britain)
- 1548 1) Men's Ready-made Suits 2) Daniel Maurel (France)
1967 3) Bernard Zins
- 1549 1) Paper Manufacturer 2) Paul Bühlmann (Switzer-
land) 3) Albert Ziegler
- 1550 1) Publisher 2) Romek Marber (Great Britain)
3) Zenith Books
- 1551 1) Process Engravers 2) Luigi Montaini (Italy) 1963
3) Zincotecnica
- 1552 1) Hotel 2) Atelier E.u.M.Lenz (Switzerland) 3) Hotel
Zürich AG
- 1553 1) Advertising Agency 3) Volker Zahm
- 1554-5 1) Brick Manufacturer 2) Jörg Hamburger
(Switzerland)
- 1556 1) Advertising Agency 3) Mark Zeugin
- 1557 1) Violin Maker 2) Kurt Wirth (Switzerland) 3) U.W.
Zimmermann
- 1558 1) Cement Factory 2) Stephan Kantscheff (Bulgaria)
3) Zementwerke Vulkan
- 1559 1) Men's Ready-made Suits 2) Daniel Maurel (France)
1967 3) Project (Bernard Zins)
- 1560 1) Radio Company 2) Cioma Schönhaus (Switzerland)
3) Zinlmann & Co.
- 1561 1) Cafe 2) Donald Brun (Switzerland) 3) Zimmermann
- 1562 1) Lighter Maker 2) Yasaburo Kuwayama (Japan) 1961
3) Zaima Manufacture Co.
- 1563 1) Transportation Business 3) Zenkoku Tuun
- 1564 1) Automotive Industry 3) Opel
- 1565 1) Brick Manufacturer 2) Jörg Hamburger (Switzer-
land)
- 1566 2) Crosby/Fletcher/Forbes (Great Britain) 3) Zinc
die casting year 69
- 1567 2) Armin Hofmann (Switzerland) 1948 3) Zubler
Annoncen (Basle)
- 1568 1) Hotel 2) Walter R. Hunziker (Switzerland)
3) Zürich-Airport-Hilton
- 1569 1) Match Factory 2) Enzo Rösli (Switzerland)
3) Zip
- 1570 3) Mario Zanzi
- 1571 1) Airline 2) Minale, Tattersfield, Provinciali
Limited (Great Britain) 3) Zambian Airways
- 1572 1) Fishing Supplies Maker 2) James D. Gilbert (USA)
3) Zoli Manufacturing
- 1573 2) W. Bruderer (Switzerland)
- 1574 1) Engineering 2) P. Zuerrer (Switzerland)

(While every attempt was made to insure that this index would be free of errors, some discrepancies are felt to be inevitable. If any errors have accidentally occurred, they will be corrected in subsequent editions, provided notification is sent to the publisher.)

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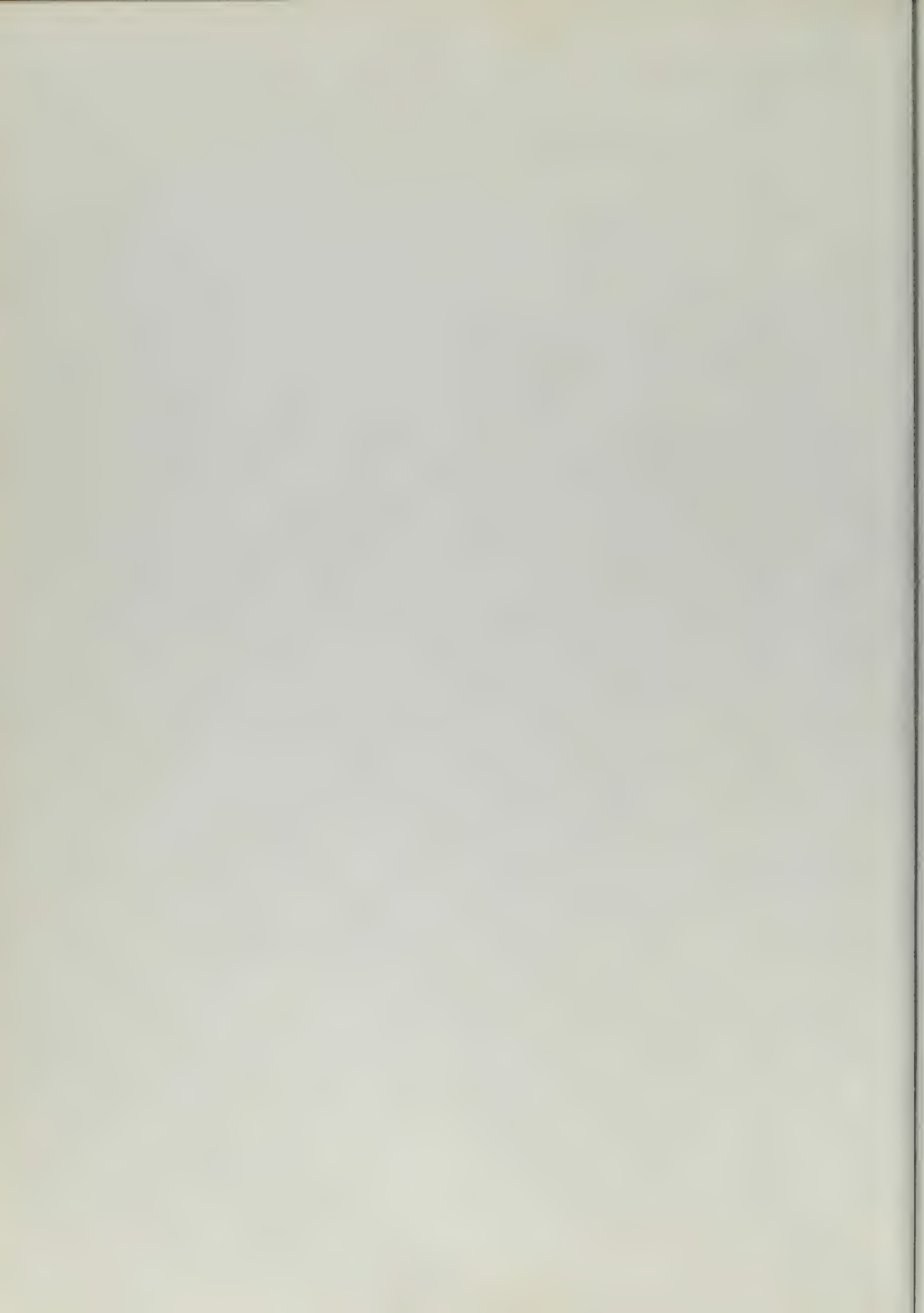
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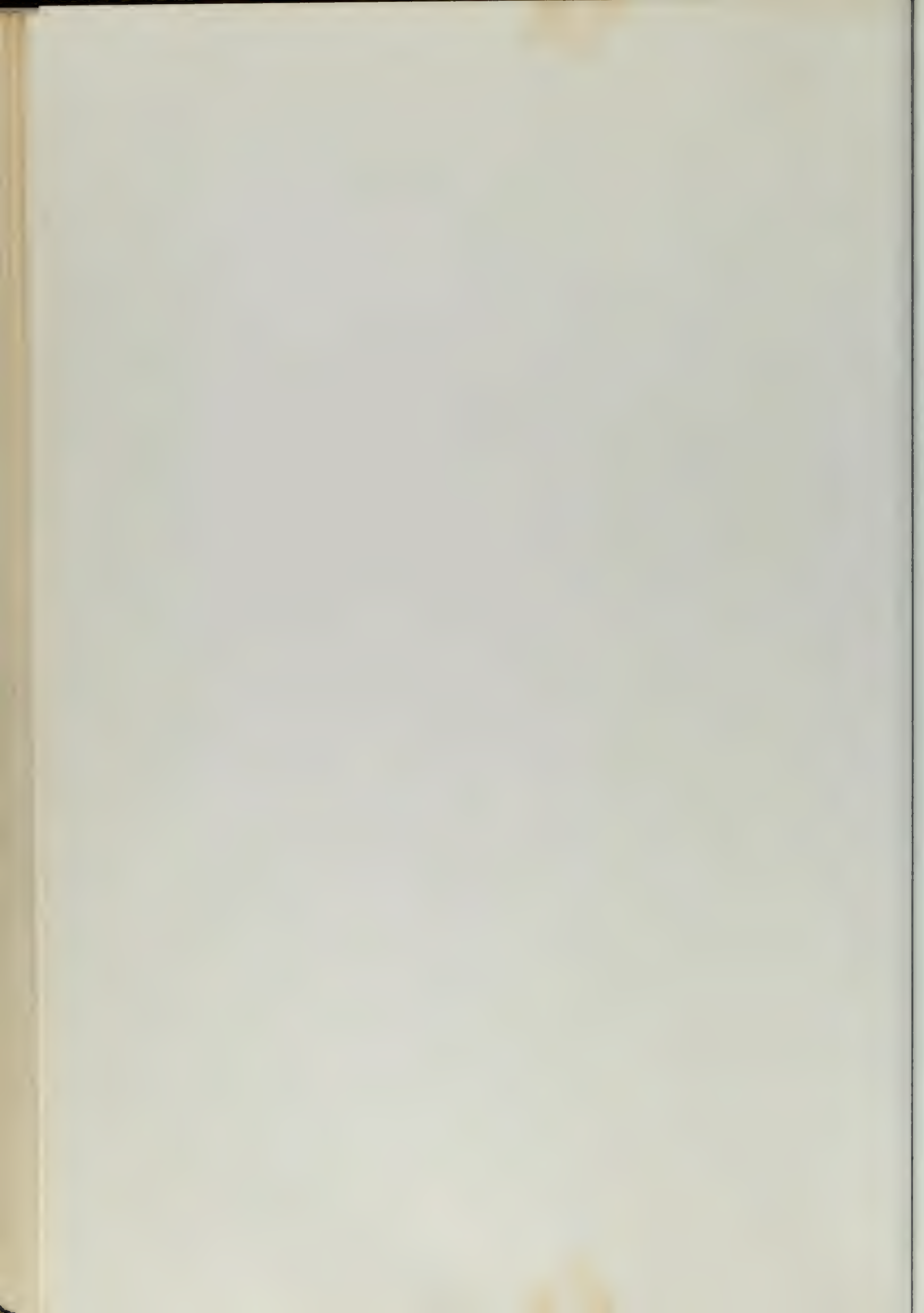
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